

The AUTOMATIC WORLD

May, 1931



Six Radio Rifles

take in \$3117.05 - - -

Average Income \$519.50!



Radio Rifle always draws a crowd. A certain money-maker because it is new; people love to shoot at targets; no bullets, no recoil; five shots for five cents; automatic in operation.

Pull trigger of standard 22 calibre rifle and tiny light ray flashes on target showing accuracy of aim. Patron receives his target as souvenir. You may sell advertising space on targets for extra income.

Roll of
film targets
carries
2400 targets
and 2400
advertisements

An unfailing attraction for men, women and children. Big profits from small space! Write at once for franchise guaranteeing territorial rights.

Coinomatic Corporation

31 Carroll St.

BUFFALO, N. Y.



SAFETY FILM

«Our First Anniversary Issue»

NEWEST of the NEW

THE ELECTRIC MINIATURE BASEBALL MACHINE — GREATEST AMUSEMENT MACHINE ON THE MARKET

Blue electric light flashes and electric buzzer sounds for two-base hits.

Red electric light flashes and electric buzzer sounds for three-base hits.

New electric scoring device multiplies your
PROFIT

ZIP! Goes the ball for a hit. A light flashes. A buzzer buzzes. The boys crowd around. Presto! The pennies grow into dollars!!

All clear profit—vends no merchandise.

Absolutely Legal



Green electric light flashes and electric buzzer sounds for one-base hits.

White electric light flashes and electric buzzer sounds for home runs.

A Gold Plated Business Opportunity!

Investigate — Read Our Guarantee Below!

No Proposition Ever More Fair Here It Is In A Nutshell

Guarantee: If for any reason whatsoever you do not find the ELECTRIC MINIATURE BASEBALL MACHINE all you anticipated as a profit producer, you may return your trial machine within seven days after delivery. In that event it is understood that the full purchase price of \$18.50 will be refunded promptly (less only express charges) and no questions asked. Moreover, in the event of return shipment, you may KEEP ALL THE MONEY taken in by the machine while in your possession.

PLAY BALL!

Let Baseball's national popularity coin you money. This is the most remarkable Penny-Operated, Profit-Producing Amusement Machine ever offered, and . . .

You Can Prove It Without Risk!

The colored electric flashing lights and the electric buzzer score-indicating features (see illustration above) are absolutely NEW; obtainable in no other amusement machine at any price. Here, at last, is a feature machine that's literally years ahead of every other; one that wins and holds enthusiastic public patronage; one that outearns non-electric models 3 and 4 times to 1; an absolute gold mine, ready to demonstrate its ability to capture maximum profits for you; a MARVELOUS MACHINE backed by a 100 per cent GUARANTEE . . . the kind that only a WORLD CHAMPION MACHINE can stand. Check this up with any opportunity you have ever seen. Draw your own conclusions. Dollar for dollar no investment could possibly offer more. QUICK PROFITS! Earned night and day EVERY DAY IN THE YEAR. LET YOUR OWN GOOD JUDGEMENT GUIDE YOU. READ THE REMARKABLE GUARANTEE. ACT NOW!

Lots of twenty-five **\$16.50**

Sample \$18.50

Immediate shipment. Write for larger quantity prices.

The Vending Machine Co.

FAYETTEVILLE, N. C.

THE SOUTH LARGEST JOBBERS OF ALL TYPES OF COIN-OPERATED MACHINES.

GET OUR CATALOGUE

Lots of twenty-five **\$16.50**

Sample \$18.50

One-third deposit. Write for larger quantity prices.

The New "Model E"



Seeburg Supremacy Is Maintained With--

- 1—New Selective Model
- 2—Lower Prices
- 3—Better Terms
- 4—The Same High Standard of Quality
and a Guaranteed Distribution Policy.

—Get In Touch With Us for Details and Interesting Information on—

THE "MODEL E"

J. P. Seeburg Corporation

"World's Leading Manufacturers of Automatic Musical Instruments"

1500-24 Dayton St.

CHICAGO, ILL., U. S. A.

YES!

WE'RE GETTING READY WITH A BRAND

NEW ONE!

PEO

WILL SOON

ANNOUNCE

Another Winner!

OPERATORS

THOSE who want FIRST HAND information and prices on this new, fast money maker — write TODAY. A card with your name and address is enough, and you'll be among the first to get in on the ground floor. Don't put it off.

DO IT NOW!

Peo Manufacturing Corporation

449 Avenue A—Dept. W

ROCHESTER, N. Y.

ROBBIN'S BIG MONEY MAKERS



The Miniature Golf Ball Gum Vendor

Here is the most fascinating Pin Target Ball Gum Vendor ever offered to operators. Made entirely of aluminum and brass. Perfect and simple mechanism. Weighs only 13 lbs. Holds 1000 balls of gum or marbles. Equipped with brackets for wall or counter use.

NOTICE!

With each Miniature Golf machine, we send FREE an extra interchangeable FOOTBALL pinboard. You thus get two machines for the price of one.

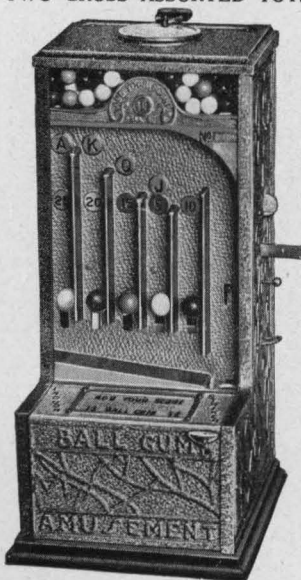
Sample Machine—Only \$15

The "Master" Toy and Confection Vendor

Equipped with Robbins All-Metal (Pat. Pend.) Toy Vending Attachment. Vends Toys and Candies for 1c. Guaranteed not to jam. This beautiful all-aluminum machine with the Toy Vending feature earns five times more money than an ordinary peanut vender. Operator earns \$2.00 clear profit each emptying. Many "Masters" empty two and three times weekly! A "chain" of 50 "Masters" should earn at least \$100 weekly profits! Be first in your territory! Order this sample "deal" at once!

ONE "MASTER" MACHINE,
10 LBS. CANDY COATED PEANUTS
TWO GROSS ASSORTED TOYS

**SAMPLE DEAL
Only \$12.00**



The Indoor Striker

THE INDOOR STRIKER

Operators who ordered sample Indoor Strikers at the conventions have since re-ordered in large quantities! They tell us the Indoor Striker is the most profitable penny amusement machine they have ever operated and report earnings of \$5.00 to \$25.00 weekly. This machine with the five large rubber balls is certainly thrilling to play! You can play POKER, high and low score and matching the colored balls into similar colored pockets. Every penny receives a ball of gum, if desired. GET STARTED QUICKLY WITH THIS WONDERFUL MONEY GETTER!

**SAMPLE MACHINE
ONLY \$20.00**



SPECIAL OFFER! — Remit full amount with your order during May and June only and you may deduct 5 per cent discount from prices quoted. Be sure to mention the name of this magazine.

D. ROBBINS & COMPANY

28 W. Dodworth St.

BROOKLYN, N. Y.

Notice, Not a Warning



CERTAIN competitors of ours, by means of advertisements in various magazines and newspapers and through the medium of circulars, attempted to intimidate purchasers and users of the Home Billiardette Table, and to prevent others from purchasing and using our equipment, by threatening to institute suits for patent infringement. We have invited these competitors to commence such a suit or suits, but none have been instituted to date, and we have not as yet received the courtesy of a reply to our letters requesting that this unfair practice be discontinued.

OUR

PATENT attorneys assure us that such claims are without merit. We know that these competitors have no claim against us for patent infringement, yet they persist in making these false and malicious statements.

NOTICE:

WE WILL protect and save harmless any purchaser, user or owner of any of the Home Billiardette Tables manufactured by this company who have come into possession of them through the regular trade channels, against any suits for patent infringement which may be instituted by any of our competitors.

THE

HOME BILLIARDETTE TABLE is as fine a product as is possible to build. No expense has been spared to accomplish this. It is as superior to other tables from the standpoint of quality, beauty and practicability as a \$15,000 automobile is to a \$500 one, and yet our price ratio is not near so great. The Home Billiardette Table is without a question the "Rolls Royce" of all miniature pool tables. We are sure there is a just reason for their being so called.

OUR

COMPETITORS know that we do not try to build "down to a price" but rather up to the highest standard of fineness and perfection.

IT

IS A WELL known fact that the commodity which costs less and does not satisfy is a costly investment, and the commodity that costs more and does satisfy is an economical investment. The Home Billiardette Table will prove to be the economical investment, economical in that it will operate flawlessly 365 days a year, requiring no service. We believe our table to be the ONLY fool-proof table obtainable on the market. It is a PROVEN product.

OUR

TABLES are manufactured for us in their entirety by the Churchill Cabinet Co., Chicago, Ill. Their experience and resources, as well as ours, make it possible for us to accomplish this and fill any order regardless of size.

The Home Billiardette Table Co., Inc.

CHURCHILL BUILDING

2119 Churchill Street

CHICAGO, ILL.

THE HOME BILLIARDETTE TABLE

One of the Outstanding Modern
Wonders of this Day and Age

An Old Game—Played a New Way



THE "ROLLS-ROYCE"
of
MINIATURE POOL TABLES

A Modern Way to Make Money

The Home Billiardette Table Co., Inc.

CHURCHILL BUILDING
2119 Churchill Street

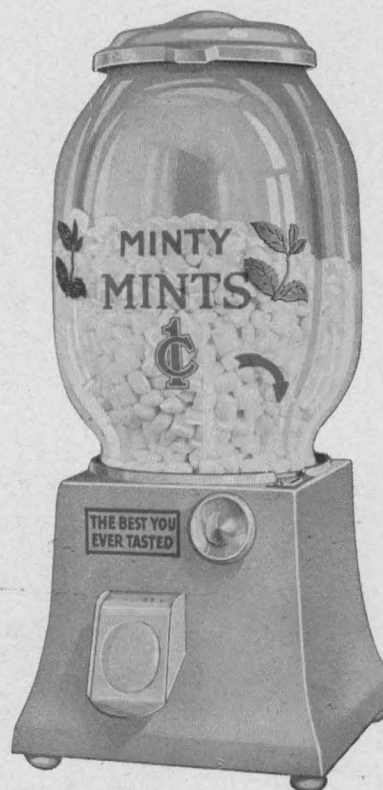
CHICAGO, ILL.

If You Want Permanent Profits Here Is the Machine

You operators of legitimate merchandise venders are looking for something more than novelty play. And here's the machine that will bring you big profits but will bring them permanently. Here is your opportunity to get out of the rut with a new machine, but a staple machine. Northwestern offers you the first really new development in penny merchandise venders in twenty years.

The Northwestern Penny Merchandiser means just this to you: Now you can standardize on one machine knowing that it will meet any of your present or future requirements. You can vend all of the standard products as well as many new fast selling items previously impossible to be dispensed from bulk in any machine. No need to be continually buying a machine for this product, a machine for that product, a practice sometimes involving risky investments and loss of locations. And best of all you are building a steady, dependable business that will pay you the profits you want—permanently.

In all fairness to yourself, can you afford to overlook the wonderful possibilities this machine offers you? Certainly you will want the complete details. Why not mail the coupon right now?



The Northwestern Penny Merchandiser

Successfully dispenses without breaking, clogging, or gumming—after dinner mints, gum drops, candy hearts, chocolate covered raisins, or peanuts, jelly beans, malted milk drops, Spanish peanuts, Jumbo peanuts, marbles, ball gum 1 for 1c or 2 for 1c, and many other choice confections.

MANUFACTURED EXCLUSIVELY BY

The NORTHWESTERN CORPORATION
910 Armstrong MORRIS, ILL.

MAIL THIS COUPON TODAY

Thousands of Northwestern Penny Merchandisers are being purchased by alert operators. The coupon will bring you the complete details.

Date

The Northwestern Corporation,
910 Armstrong Street,
Morris, Illinois.

Gentlemen:

Please rush complete information on your new Penny Merchandiser including your low operator's price.

Name

Street

City State

SUPERB IN BEAUTY!

Vibrant in Color!



Spectacular in Performance!



MUTOSCOPE again offers the ultimate in coin-operated amusement and vending machines in the new, improved Electric Traveling Crane and Old Mill. Machines of captivating beauty, flashy colors, and proven performance that will boost your profits and maintain a steady repeat business.

EVERYWHERE, operators and arcade owners are selecting the Electric Traveling Crane and Old Mill as the ideal in modern coin-operated amusement and vending machines. No pains were spared in making these machines super-venders. Everything that was needed was given. Everything that had to be done was done. And it was worth it, for today these sensational MONEY-MAKERS are conceded to be getting the GREATEST PLAY, the GREATEST PROFIT of any machines of their kind.

THE big outdoor season is just ahead—get into the profitable locations in your territory with the Electric Traveling Crane and Old Mill. Department stores, chain stores, hotel lobbies, amusement parks, carnivals, railroad stations, dance halls, bus terminals, ice cream parlors and miniature golf courses—the Electric Traveling Crane goes over big everywhere.

In addition to the Electric Traveling Crane and Old Mill, MUTOSCOPE offers a complete line of standard arcade equipment and a sparkling array of new additional novelty machines to fit every space and pocketbook requirement. Write for circulars and details today!

International Mutoscope Reel Co., Inc.

"Penny Arcade Headquarters"

449 West 31st Street

NEW YORK CITY

Attention Distributors!

The Circus Has Come to Town!

A Candy and Toy vender as presented in the CIRCUS carries an automatic appeal! It's beautiful front of highly polished aluminum engraved with the familiar characters of the circus is extremely attractive.

The laughing clown of aluminum who makes the delivery just calls to be played. Children cannot resist him.

The highly polished front has some of the figures brightly enameled for contrast, while the cabinet and stand are of substantial sheet steel.

IT IS—

ATTRACTIVE!
UNIQUE!
SLUG-REJECTING!
PRICED RIGHT!

Penny or nickel play is optional, and the two coin mechanisms are interchangeable.

We offer the machine for distribution through established jobber and distributor organizations and solicit inquiries.

Write for circular explaining extremely liberal trial offer.



Advance Automatic Sales Co.

1114 Buchanan St.

San Francisco, Calif.

- - - and the Greatest of These Is Quality

HISTORY has shown that quality is the most important element in successful merchandising. It is true that efficient management must deliver quality at a fair price, but without quality, any price is soon meaningless and ineffectual.

Automatic Canteen Company of America has become the leading factor in the field of automatic merchandising, only by building upon the sound foundation stones of proved business principles—and the greatest of these is Quality.

The Canteen automatic merchandising units have quality of design, construction and appearance. Only products of the finest quality are permitted in the Canteen. Quality is the keystone of the Canteen service plan, and every Canteen operator works under a definite program which insures his having a successful quality business.

RESPONSIBLE business men who have a record of success and are interested in the automatic merchandising business are invited to inquire about several choice franchises in various parts of the country.

AUTOMATIC CANTEEN COMPANY OF AMERICA

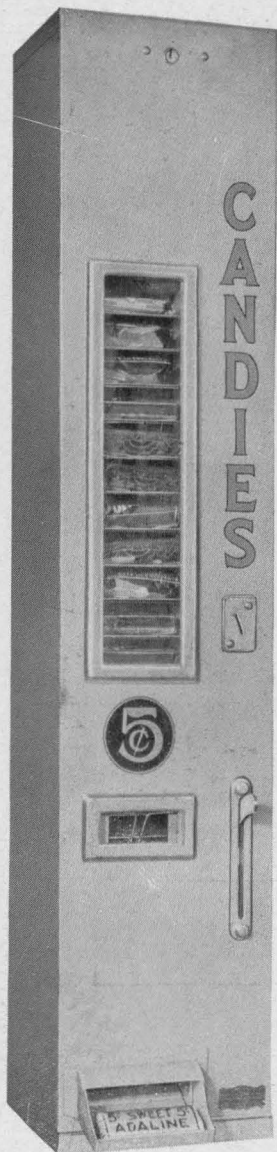
155 West Austin Avenue

Chicago, Ill.

Automatically Merchandising Quality Products Through the Canteen

Du Grenier's

Automatic Salesmen

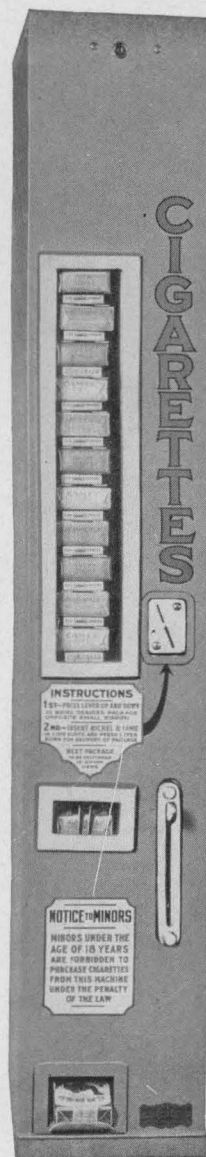


SINGLE COLUMN
5c CANDY BAR MACHINE

Made in two styles, Selective and Non-selective but exactly same as cut in outward appearance. Selective type holds 41 bars. Non-selective holds 40 bars.



Hershey 5c Bar Machine—Vends Hershey No. 40 Almond Bar, Mr. Goodbar, Honeybar, and the Sweetmilk Chocolate Bar. Selective type holds 81 bars, Non-selective 80 bars.



Selective Cigarette Machine, 41-pack capacity. Ideal operators' machine.

FULL PARTICULARS ON REQUEST

Arthur H. DuGrenier, Inc.

241 Winter Street

HAVERHILL, MASS.

Let CHURCHILL *be* *your* WOODWORKER

Better Woodwork for
Vending Machines Is
Our Specialty

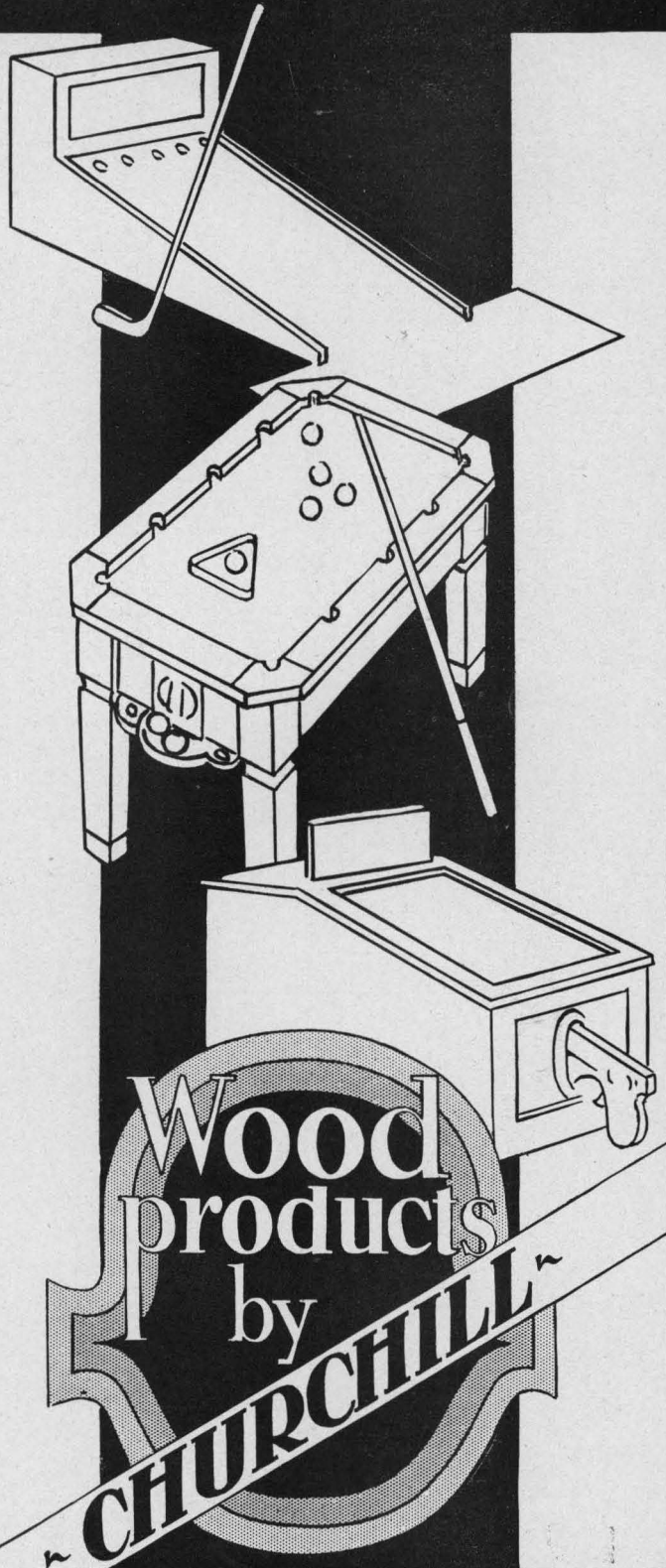
It has been for over a
quarter century.

Putting "eye-value" into
a cabinet is a job for a
plant so equipped and
artisans **having the will**
to make things **better**.

We design, build, ware-
house, under arrange-
ments more favorable
to you than if you owned
your own plant.

Your metal requirements
can also be handled by us
in the complete assembly
of your product.

Get in touch with us,
you'll find us nice people
to do business with.



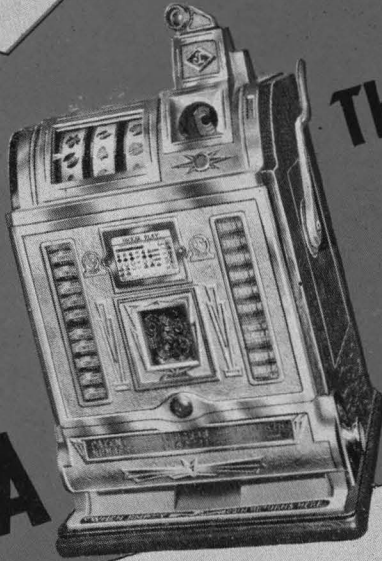
CHURCHILL CABINET COMPANY

2119 Churchill St., Chicago

Bunnell Bldg., 215 Fulton St., New York

Operators!

**Jennings
NEWEST
VICTORIA**



**The 22 FEATURE
JACKPOT
VENDER**

**THINK WHAT THESE
22 FEATURES
MEAN TO YOU !**

- Increased Play
- Added Income
- Reduced Cost of Operation
- Saving of Time
- Less Servicing

Here They Are -- Check Them Over

- ✓ 1. Simplicity of mechanism and flexibility of adjustment, quietness of operation are outstanding.

- ✓ 12. Mechanism is standard interchangeable with proof roller bearings.

**100% Co-operation
with Operators**

We are spending \$38,000.00 in sixty days to help operators. Part of this can be spent to help you. Take the matter up with us.

**Use
the
coupon
now**



Let us tell you!

1. How Jennings spends money to help you get business.
2. How Jennings lets you try out a sample Victoria for 15 days.

Send for the above folder. It will open your eyes as to what the Jennings Victoria Jackpot will do for you!

O. D. Jennings & Company,
Dept. AWE, 4309 W. Lake St., Chicago.

Send me folder The 22 Feature Jackpot Vender. Explain how you will help me get business and also your 15 day trial on sample Victoria.

Name

Street No.

Town & State

**O. D. JENNINGS & COMPANY
MANUFACTURERS**

Dept. AWE, 4309-4339 W. Lake St., Chicago

BUY IN BULK

Pack your own candy. We furnish tubes and wrappers. Capacity 160 packages. Exclusive territory to Live-Wire Operators



"The Master"

SELECTIVE CANDY VENDER
NEW MODEL

Mechanism simple, positive and strong.

Coin detector highly efficient.

Eight columns, operated from one coin slot.

Heavy Steel Cabinet with non-pick cylinder locks.

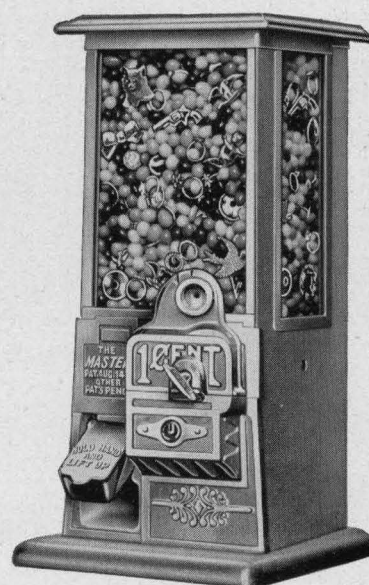
Finish dark gray or green enamel with highly polished aluminum trimmings and decorated with various enamel colors.

A New Money Maker

The "MASTER" NOVELTY VENDER—equipped with our new all metal toy vending device. It is the most profitable vender ever placed on the market. Same machine will vend ball gum, marbles, peanuts, etc. Get started at once with this wonderful machine before the good locations are taken.

WRITE FOR DETAILS AND QUANTITY PRICES

You Will Never Be Happy Until
You Operate "Masters"



Patent Applied for

The Norris Manufacturing Company
Columbus, Ohio

MODERNE

**The Caille Super-Quality Scale
unexcelled in Mechanical perfection
and profit earning--Low in Price**

The Caille Moderne Scale

The last word in beauty and attractiveness. Column, base and platform are porcelain finished, easily cleaned, sanitary and weatherproof. Column may be had in any of four two-tone combinations. Platform is inlaid with tile in modernistic pattern and in colors correctly blending with the general color scheme of the rest of the scale. This tile provides a hard, long-life surface and will not show wear.

At the top, encasing the dial, is a porcelain frame into which is set at proper angle, a polished mirror that is an attraction and a convenience. This space may be used for advertising purposes, if desired.

The dial is so located that only the person standing on platform can ascertain the weight recorded.

Limited Space Required

One of the outstanding features of this scale is its convenient size. Many fine locations may be secured on the strength of this alone.

Aside from the extreme attractiveness and convenient size of this new CAILLE scale, there are many other features making it the undisputed leader among all small scales.

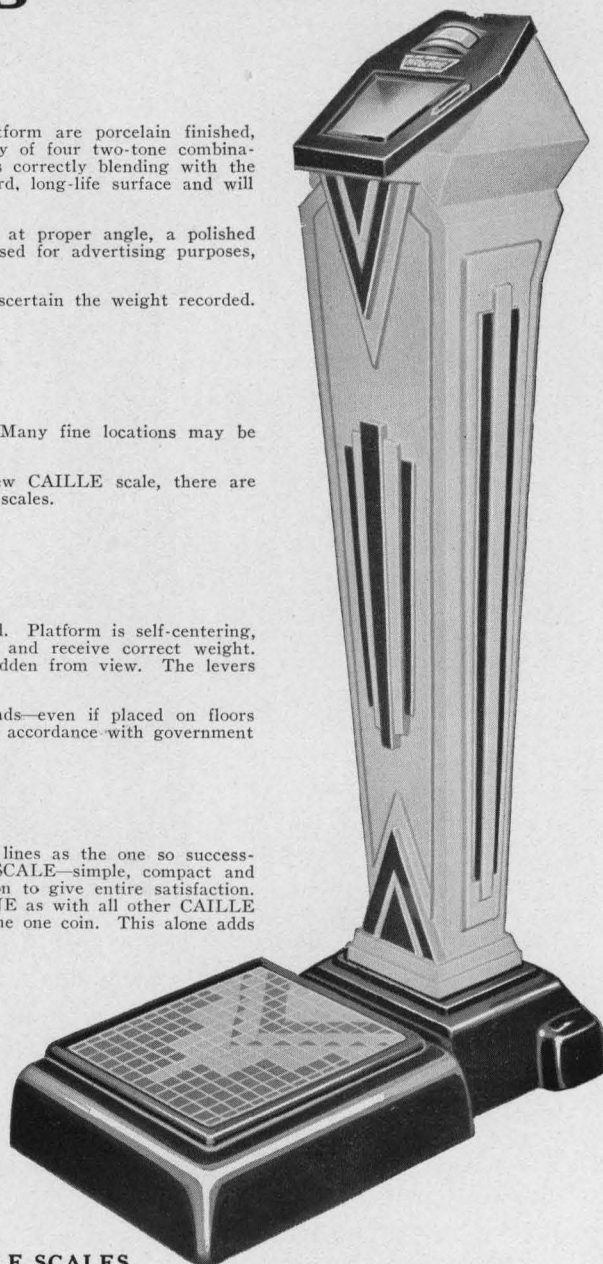
Self-Centering Platform

The platform and base of the Caille MODERNE are especially designed. Platform is self-centering, cannot tip, and person may stand on any part of it in full security and receive correct weight. Base is fitted with large wheels to permit easy rolling. These are hidden from view. The levers used in this base are non-breakable and will stand severe abuse.

All CAILLE scales are built to give accurate weight up to 300 pounds—even if placed on floors that are not perfectly level. The various weights are accurately tested in accordance with government standards.

Accurate Mechanism

The mechanism used in the MODERNE scale is built along the same lines as the one so successfully used in the well-known CAILLE ARISTOCRAT "DE-LUXE" SCALE—simple, compact and reliable. Every part is built to last indefinitely and can be depended on to give entire satisfaction. All parts are rust-resisting and function accurately. With the MODERNE as with all other CAILLE scales, it is impossible for two persons or more to receive weights for the one coin. This alone adds materially to the cash receipts.



The Caille Brothers Company

6234 Second Blvd.

DETROIT, MICH.

MAIL THE COUPON FOR COMPLETE CATALOG OF CAILLE SCALES

THE CAILLE BROS. CO.,

Kindly send me your new person weighing scale catalog. I am particularly interested in the type of scale checked: ☐ Caille Moderne; ☐ Ticket Delivering Scale; ☐ Caille Dial Scale.
☐ Caille Moderne; ☐ Ticket Delivering Scale; ☐ Caille Dial Scale.

Name

Address

City State

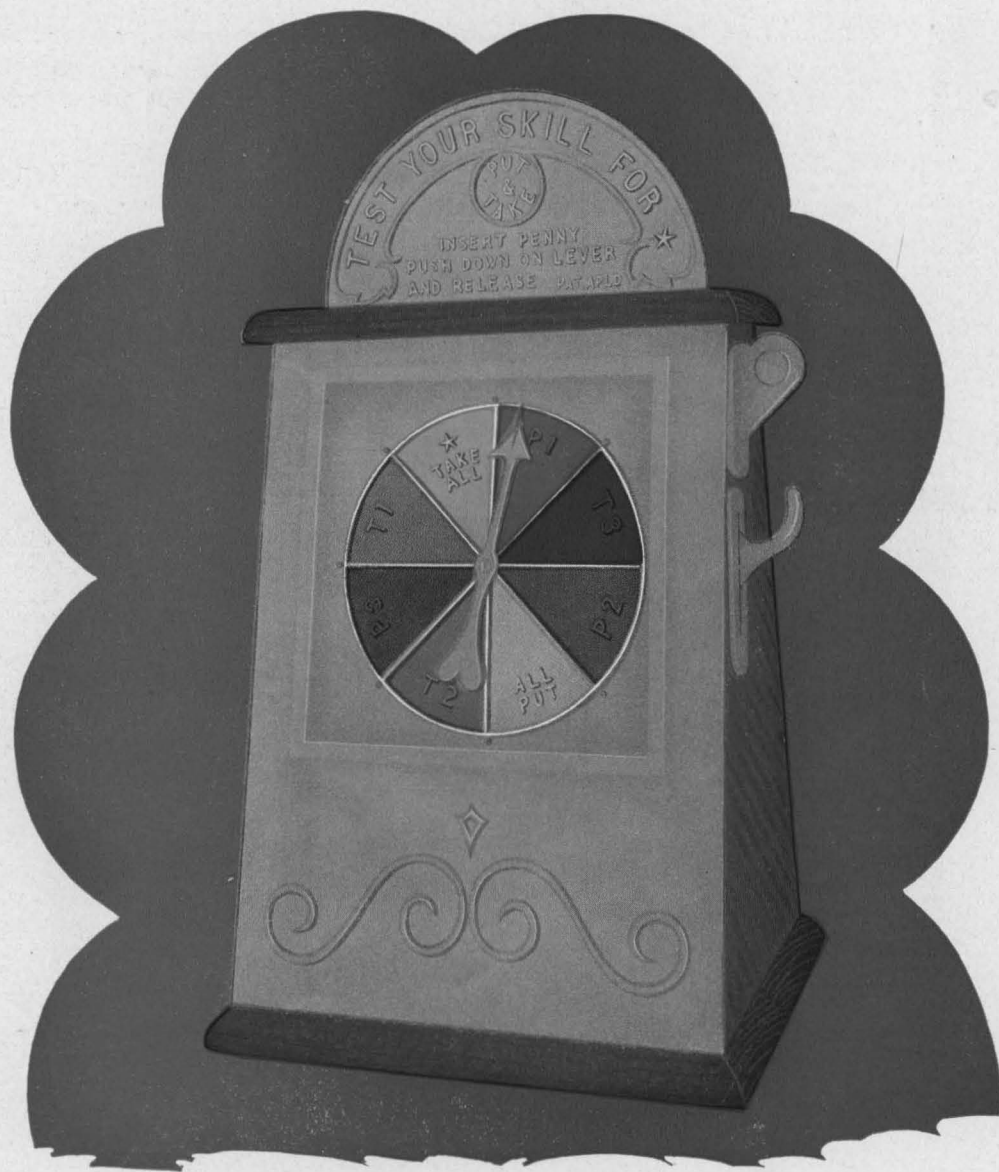
HERE IT IS...BOYS.....

The Sensation of 1931

The Original

PUT AND TAKE

The Penny Catcher



CINCH YOUR TERRITORY NOW

IT'S COMPETITIVE—It is not unusual to see six and eight people playing at the same time . . . the more players the more interesting the game. Can be operated on amusement or award basis.

BEAUTIFULLY DESIGNED—Top, sides and base of machine beautifully finished oak, front is cast aluminum, with color scheme that attracts and holds interest. Players put and take on every whirl of the dial.

Sample Machine \$17.50



Phone or Wire Orders to

Steel Ball Table Company

106-8-10 South Sylvania Avenue
Fort Worth, Texas, U. S. A.



DAME FORTUNE SMILES ON US



WHILE our competitors waste their time worrying about patents and how to stop others from manufacturing tables, we have been devoting our time building better tables, increasing our production whereby we can now give you the best prices ever offered.

And we wish to make the following announcement: We are not infringing on any manufacturer's patent rights and we are going to continue to build tables and you are not liable to prosecution when you operate the W. C. Steel Ball Tables.

We give our customers quality and price and do not try to bluff them into buying our products with warnings and threats of prosecution.

Such unfair competition has filled our files with orders, so we feel these concerns have given us a lot of free publicity, and we appreciate it. Write for our new price list, never before has anyone offered such quality at such astonishing low prices. Our superior model (the King of the field).

KING OF THE FIELD



OUR
SUPERIOR
MODEL

Special features Superior Table: Equipped with regulation billiard cues, lathe turned French ivory balls. Your choice of 6, 8 or 10 pockets. With 1 1/4 or 1 7/16 field balls. *Real Live Rubber Cushions*

Dimensions of Superior Model: 27" wide, 49 1/2" long, 32" high.

Dimensions of New De Luxe Model: 30" wide, 60" long, 32" high.

Dimensions of Standard: 22" wide, 43" long, 32" high. Equipped same as Superior.

Phone or Wire Orders to

W.C. Steel Ball Table Company

106-8-10 South Sylvania Avenue
Fort Worth, Texas, U. S. A.



"Problems" of Musical Instrument Operators - - -

By Lee S. Jones

EDITOR'S NOTE.—This is the speech Mr. Jones was booked to make at the Cleveland, Ohio, convention, but didn't. It is now brought to you by the Automatic World.

MR. PRESIDENT, Officers of the Association, Ladies and Gentlemen: I feel quite honored indeed to be asked to address this meeting. I was somewhat surprised when Mr. Bond called on me to discuss the subject and problems of the music operator. Of course, I felt gratified at the opportunity to appear before you, and I want to take this occasion now to express the thanks of my firm, as well as myself, for this chance to have a brief word with you.

In Mr. Bond's letter, outlining my subject, he failed to say whether I was to discuss the problems of the music operator from the standpoint of the manufacturer, or from the standpoint of the operator. He did say, though, that my discussion should be as brief and as much to the point as possible, and not to run over fifteen or twenty minutes. I promise you that it will not be beyond that, and to make sure of fulfilling that promise, I will put my watch beside me.

The problems of the music operator—now, do you want to hear the problems from the standpoint of a sales manager of a factory organization, or do you want to hear them from the standpoint of the operator? I am capable of discussing them from both angles, as I am an operator, having been one for ten years. I have been a sales manager with the coin-operated musical industry for longer than that. I have been connected all my business life—a matter of twenty-six years—with the music industry. Sometimes it is really hard for me to determine whether I am a sales manager, trying to sell the operator, or whether I am an operator trying to sell the sales manager. I am sort of a Dr. Jekyll and Mr. Hyde. At times, I cuss out the factory, and at other times, I cuss out the operator, but you, ladies and gentlemen, are operators, and if I can say, or give you any points which will tend to materially increase your business and your income, I feel that I shall have fulfilled the mission which the committee has assigned to me.

We can best look at the operation of musical instruments by getting down to very hard facts—facts which are not to be denied, and which are necessary that we all take into consideration if we are to be successful.

The successful operator of musical instruments does not gauge the returns by the amount of coins in the box from week to week. If he be wise, and wish to do justice to the proposition, he will regard it in the light of an investment. It is perfectly true that musical instruments cost the operator more money, in fact, much more than anything else which he buys, but, on the other hand, they have stability and permanency, and show returns much longer than any other type of machine. He should, therefore, as mentioned before, look upon it as an investment, also as a splendid foundation, or sheet-anchor for the rest of his operation.

No fair-minded man can deny that if he operates machines of certain types, there are times when, through conflict with local authorities, he is unable to run. When this condition comes about, he is without an income for considerable time, but that situation never actually exists in musical instrument operation. He can always run, he is never in conflict with the authorities, and he has a line-up of instruments which, to say the least, give him dignity and standing in his home community.

The receipts from fifty to one hundred coin-operated phonographs, when once paid for, make a splendid income, and help to keep the wolf away from the door when other units are set down.

It is not my purpose to compare the value of musical instruments with any other types. That is for the operator to decide, but I challenge

any fair-minded man to show me any investment which will yield the returns which the coin-operated musical instrument does. I am speaking now of the returns on your money as you gauge them if you owned an apartment building, farm, piece of real estate, an automobile, or anything of that kind.

Now, let us see how the successful operators in the country caused their instruments to yield a return satisfactory to them, and then let us see the other side of the picture, and examine why some operators are successful, and others are not. Of course, generally speaking, some people are not successful in anything they undertake. There are perhaps greater failures amongst operators than any other class. That is due to the absence of two things principally, first, work; second, intelligent analysis of the situation. To illustrate that, I recently had an opportunity to talk with an operator in one of the Western states—a state supposedly very hard hit by the



LEE S. JONES

drouth, bad farming conditions, a state with very few large cities. I refer to Iowa. Continual reports show that this territory is not any too good. I was greatly surprised to find that this operator was making a good average on all of his pieces, and a particularly good average on musical instruments. Of course, I was interested to know why this was, so I went into it carefully with him, and what do you suppose I found? Simply that this operator worked, thought, and accomplished things. If he had an instrument in a spot which was not doing very well, he carefully analyzed the conditions surrounding that spot, and concluded why the income was not greater. He changed his records frequently, kept his instruments in nice condition, always giving careful attention to his service, and as a result, his averages were higher than some operators in more populous spots, and in what is supposed to be better territory.

It is not to be expected that you can place an instrument costing \$400 or \$500 in a spot, and give it no more attention than you do one costing \$25 or \$30, and expect it to yield the same relative return. If you are a \$25 or \$30 man, stay in that class, but if you are a \$400 or \$500 one, look up, and see what some of the more successful men in the business are doing.

The operator is beset with things that seem to him to be a useless expenditure. I refer now only to musical instruments, because that is my topic. For instance, quite frequently the operator concludes that there is no necessity for changing records in Bill Jones' place because he doesn't take in much money there anyway. What a fallacy this is, and what wrong thinking, because in operating musical instruments you are only selling music at 5c a tune, and you cannot expect a return unless you give new tunes. The cost of records is moderate, but they must be changed regularly, and the spots supplied with new music, else you cannot expect a satisfactory return. If a merchant never put new goods on his shelves, but displayed the same goods day after day, and week after week, his customers would soon get the impression that the merchant was an old fogey, out of date, and not to be patronized. The same thing exists with the music operator.

Another important thing is that you should not take it upon yourself to select records, that is to say, not definitely select records for your location. If you will give a little thought to music, and the surroundings which exist in each location, you will readily understand the type of music and records which will go best. You would not put waltzes in a colored place, and vice versa, you would not put low-down blues in a fine, modern restaurant. Music, in itself, is not complex. It divides itself into only two or three general classes, and with a little study and thought, any operator can readily understand the type of music required in these spots.

I think it is really unnecessary to say anything about service, other than the record service. All manufacturers are making very fine instruments these days, and amplification, speaker trouble, etc., which existed two or three years ago, is now disappearing. That is because the manufacturers of those units have reached a state of perfection, and all manufacturers of coin-operated musical instruments have embraced the newest and latest devices from these sources. It is essential though to keep your instruments clean, program cards typewritten neatly, and of an appearance such as will attract the nickels.

Now, perhaps it would be advisable to say something about how best to operate from a percentage standpoint.

There are many schemes in that line, varying all the way from 75-25 at the maximum, to 85-15. Other operators run on a basis of a certain guarantee and 50-50 split over that guarantee. Others, while they actually operate, do so on what is known as the sales operating basis. I am not prepared to say which might be the best, as that largely depends on the locality, but the safest is the guarantee operation scheme. For instance, the largest operators of musical instruments in the United States (a Detroit concern), use a \$6.00 a week guarantee, and split 50-50 over that amount. If there is \$5.95 in the box, they take it all. If there be \$8.00, they split the \$2.00 50-50, and give the spot \$1.00. I would not say that all operators can follow this scheme. They can in Detroit, because they are a very powerful organization, and have succeeded in disposing of most of the competition against them.

I would not want to recommend any operating scheme in excess of 75-25. That is the absolute limit, and under no circumstances should more be paid. The only exception is in a spot with 10c or 25c slot, where the operator is warranted in paying 50 per cent. If you are operating with a 10c slot, and paying 50 per cent, you are operating virtually the same as 75-25 in a nickel slot.

The greatest problem of the music operator is not to find locations, not to arrange commissions, but to look upon the operation of this type of instrument as an investment. There isn't an operator within hearing of my voice that can assert that he has ever been compelled to give up a spot because of conflict with the authorities, nor can any of you ladies and gentlemen deny that the operation of musical instruments does not raise you in the opinion of your friends, neighbors, and fellow business men. It is the highest class and highest type of operating. You can go home nights and sleep if you are running musical instruments.

Quite frequently you hear salesmen make claims that musical instruments will pay for themselves. If such claims are made to you, discount them, because it is not always true that the instruments will do so. That depends entirely on the operator. I am in daily touch with hundreds of operators in the United States and Canada, and can truthfully report that 75 per cent of them do make their instruments earn their way, because these operators give serious thought and study to their business. They keep careful records of earnings and expenditures, and have no compunction against moving instruments when the earnings are not satisfactory.

It should always be remembered that moving an instrument is never an expense. It is true that there is a drayage charge connected with it, but, on the other hand, that item is absorbed by the increased earnings in the new location.

Sentiment and good fellowship should not enter too much into operating. You harm yourself if you leave an instrument with low returns in a spot, because the proprietor is a good fellow. Good fellowship does not pay your bills. You are supplying the location with the world's finest music, and if you have properly placed the instrument, the location is absolutely indebted to you, but if you have been weak-kneed, and begged to get the spot, you will find that your returns are not satisfactory.

I believe that I should say something about soliciting competitor's spots. I do not approve of it at all, because the location that will set out the other fellow and let you go in, is just as liable to turn about and do the same thing to you. When you do move into com-

BILLIARD CLOTH

10 Different Grades
To Choose From

Also

4 RUBBER BACK CLOTHS

We are manufacturers of cloth only.
Will send samples and quote prices
on request.

The Saxton Woolen Corp.

NORWICH,

CONN.

petitor's spots, you have made an enemy of that competitor. He never gets the right slant on the situation from the location, because the proprietor invariably misrepresents to him, and that brings on enmity between operators. This ill-feeling eventually means that the two of you will start bidding against each other for locations. Up go your commissions, and down go your earnings! Leave the other fellow's spots alone. He is a good fellow trying to make money the same as you. If there were not so many locations to be had, it would be different.

A great many operators are not careful in figuring overhead. In the music business, the overhead is records, transportation, and pay of your man, if you employ one. Consider now that if you have a group of 50 instruments, that it is better to have these 50 as close together as possible. You can then service them easier, and less time is required to get around. Too many operators feel that they should extend their territory to a distance, not taking into consideration the time required to get to the spot, which is, after all, an overhead. Your overhead is going on while you are sitting in the car, riding to this spot, and if you will think over the situation, you will see that if you have to drive an extra 25 miles to service and collect one instrument, that your overhead on that unit is very large. If that particular unit were with your others, and closely grouped, you could service it for so much less money that you really are ahead, even though the returns are less. In other words, a group operation, as closely concentrated as possible, keeps down the overhead, and at the end of the year, your net returns will be greater.

One thing I would like you to turn over in your

minds is this. Factories building musical instruments, have not thousands, but millions of dollars invested. They are offering you their units on an easy paying, long-time basis. They could not do this unless they had surveyed the field carefully, and knew that, properly attended to, the instruments would yield certain revenues. As I said before, whether or not they will pay for themselves depends on you. I can give you many illustrations from successful operators where the instruments do pay for themselves, and I can also give you illustrations from unsuccessful operators where they do not pay for themselves. The difference between the instruments yielding a return satisfactory to pay for themselves is the difference in the personality and attention the operators give them.

For my part, as an operator, I might say that I am unable to give my instruments my personal attention. I must employ a man, and very frequently the receipts, after I take out the expense of the man's time, are not sufficient to make their payments to the factory, but that does not disturb me, because I know that I will eventually be on the good side of the ledger. I know I shall be at a point where I shall have them paid for, and where the income will be as near 100 per cent profit as anything could be.

There is no hard and fast rule that can be laid down for operators. A great deal depends on what other business, if any, you are engaged in, and what units you are operating. It absolutely does not depend on the territory you are in. I know a man who operates in almost the desert of Arizona, and yet he is successful. I know another man who operates in a populous city in

Pennsylvania, and he is unsuccessful. If either man were to change territories, the condition would be the same. It rests with you, and as a closing word, let me impress on you, ladies and gentlemen, that there is no finer, no more lasting, no more dignified business than the operation of musical instruments, but you must consider that it requires study, and a degree of intelligence beyond that necessary in running small machines. On the other hand, it has in its favor the fact that you are regarded among your friends and neighbors as running a legitimate enterprise, and furnishing the public with the very highest class of entertainment.

A Good Talk - - -



By Joyce R. Damon

Not being blessed with a large vocabulary and lots of flowery words, this little sketch I am attempting to write, will doubtless need overhauling and reconditioning before being printed, but nevertheless here she goes!

When I first opened my route of 450 penny vending and amusement machines several years ago, I dreamed of the day when I would have all of my machines well placed in profitable places where no changing would be necessary, and all I would need to do was to go around and take out the money. But, dear operator, this time hasn't come yet and it never will, as I have found out since.

It is true that the merchandise venders require less changing around than amusement machines, but there is always a certain amount of changing to do on both kinds and there is no getting around it.

Now in regard to the merchandise venders, personally, I regard them as the backbone of the industry. They are always your dependable soldiers, who are steady money makers on the same location year in and year out, with very little changing or shifting.

It is true that some of your profits may be a little heavier on some amusement machine you might have,

but there is nothing quite so steady for a penny machine operator as a string of peanut, gum, and candy machines. To me, coin machine operating would not hold half its charm if it was not for a little grease and salt, if you know what I mean.

Maybe all operators won't agree with me in this respect, however, but nevertheless, there is no getting around the fact that the merchandise venders are the backbone of our great industry.

The coin machine operating business is no snap and requires a lot of personal attention, and as long as you operate amusement machines you will have plenty of changing to do, and you must be constantly on the lookout for new locations that spring up throughout the territory in which you operate.

I believe most operators will agree with me that it does not pay to hurry through your route without taking time to talk to the location owner a while. Always talk to him and greet him with a smile, and talk with him on a subject he enjoys, (whether you do or not) service your machines in a businesslike manner, showing the storekeeper on paper what his commission is, so that he understands everything thoroughly.

Personally, I analyze every one of my locations, and try to decide whether I have a machine out in my car that will do a little better, or be a little better suited to that particular location, than the one I now have there.

Many times a change of machines will double or triple the money you have been making on the location, and it need not necessarily be a better or a higher priced machine, just a different one. For instance, I will give you a good example of this. Recently I left a penny shocking machine for two weeks in one of my locations which was never a very hot spot for any machine of any kind, hardly ever taking in over a dollar each trip. The machine was not especially beautiful or attractive in the first place and I had expected to find about 50 or 75 cents in it when I opened it, but to my surprise it contained over \$4.00 in pennies.

I was later informed that the storekeeper, as well as some of the village "roustabouts" had taken well to this "electric" machine, gathering in all the small kids, dogs, and cats in town and giving them a shock.

This was only an example of a machine which ordinarily is a slow proposition and will go over big if placed in the right location.

Next comes the subject of commissions. There is no getting around the fact that an operator who pays 50 per cent commissions is slowly putting himself out of business. High commissions are worse than slugs, much worse, and high commissions will ruin an operator much quicker than a slug now and then will. Don't worry about your competitor who is paying 40 or 50 per cent commission, because he won't last long. He can't! It is impossible. Other operators have lost money giving half their profits away, and he will be no exception, as he will lose too.

Commissions on merchandise machines should be 20 per cent and no more, and on amusement machines not over 35 per cent at top.

It is very necessary that an operator place his machines on a commission basis that shows him a good profit, so that when new and up to date machines come on the market, he will have made enough on his old machines to buy the new ones and have some left over.

Well, fellow operators, I'll cut loose now, wishing you a big year in 1931.

Karom Golf

The Play Table of the Nation

It's New -- It's Fascinating

Quick proven profits from a small investment with no operating cost
Not a Gambling Machine

**Here's the
Karom Golf
Table.**

•
Plate glass cov-
ered top.

•
Plate glass cov-
ered rack.

•
Attractive in
design.

•
Fine Walnut
Finish.

•
High Class
Workmanship



Patent Applied for

Priced Right
1 to 5
\$135.00 each

5 up
\$125.00 each

•
Buy Now!
Wire or write
your order.

•
Table Measures
34" High
35" Wide
60" Long

**Put Karom Golf Tables to Work for you. Buy now! Be the first
in your field. You cannot afford to be without them.**

Karom Golf Table Corp.

PULASKI,

NEW YORK

Voice of the West . . .

ONE OF THE
pioneers of
the vending

machine business is Louis E. Wolcher. During the last 11 years he has been at it in one or another of the large cities of the United States and he is still a rather young man, and believe me there is a lot of credit due to these old timers who broke the trails and took the bumps. Like the pioneers in



By Walter Millsap

any field they had to have courage and daring and sometimes they had to just get in and fight for their rights.

Some of the old operators may remember when Mr. Wolcher went into one of the early conventions and bought a thousand machines at one purchase without batting an eye. That was a mark for some of the rest to shoot at, but most of all it was an indication of daring and courage and he is still in the game so he evidently knew what to do with that thousand machines after he bought them.

He was a partner of Robert Felton, the man who invented the 1-2-3 ball gum machines and the story of his adventures would fill a good-sized book. He was president of the Pack Shops Sales Agency, Ltd., in Southern California, which concern placed machines in all the Paramount and Warner Bros. theaters and on the producing lots of those companies. Sometimes they furnished machines for scenery in the various sets.

Last January Mr. Wolcher and associates took over the agency for Pack Shops machines in the entire territory covered by the states of Oregon, Washington, Utah, Idaho, and Montana.

Now his company, the Advance Automatic Sales Co., has just brought out a new machine called the Circus, and naturally, with eleven years of experience to draw from, Mr. Wolcher feels that he knows what is needed from the standpoint of the operator. This machine is a candy and toy vender that is suggestive of the circus and everybody has a warm spot in his heart for a circus. The front is highly polished aluminum engraved to represent lions, tigers, a monkey, of course, and a lady snake charmer besides seals, clowns and a finely done circus tent. He paid a good stiff price but he got a wonderful piece of engraving done on that front. Then behind the glass a grotesque clown stands on his head or on his hands or on his feet, as the case may be, and kicks out the candy as he turns a somersault.

Wolcher did not forget the slug problem when he got his coin mechanism and he fixed it so that a machine made for penny play could be quickly converted to nickel play just by changing the coin mechanism. He does not

claim to have any 100 per cent mechanism but he does claim that it takes out all of the stuff that really bothers the operator. He is planning to announce it to the trade and if he can get cuts from San Francisco, and ad copy from Los Angeles and make them connect at Fort Worth, Texas, you will find the ad in this issue.

NOW THAT the conventions are all over and we have a new boss and only one big Association where three or four grew before, we can settle down and again give our attention to the slugs and bugs and thugs, and in my case I have got a stack of hastily scribbled news notes and correspondence to digest for the edification of the boys on the routes and behind the work benches, to say nothing about the ones behind the mahogany.

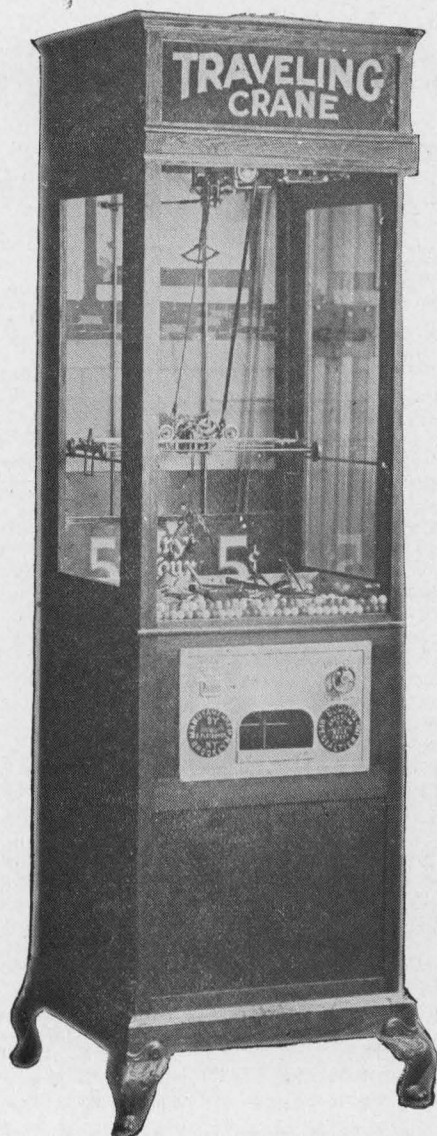
By golly, if things keep up like they have started, I'll be in the same kind of a "picklement" as the famous Andy whose partner is Amos. I think I will have to get me a "stee-nogofor, or a new pencil, or sumpin'" but I am sure finding a bunch of good scouts who send me nice letters and give me the current gossip and that saves a lot of running around, for I am in about the same fix as the sailor according to the old rhyme:

Six days shalt thou work and do all thou art able,
On the seventh, holystone the deck and scrape the cable.

I did drop off of the street car the other day to ask Sheffler Bros. what they knew about candy that was suitable for vending machines. They were out like all good operators generally are, and a big, pretty, red-haired girl by the name of Irene Kingsbury was in charge of the office. Her feathers were all ruffled up because one Andy Chittick, who works back in the shop was telling her how to run the office. Irene is good natured ordinarily, but she is able to take care of herself and the office also without Andy's advice and she was establishing that fact firmly in his mind. I did not know but what she might use the same method as John Crawford's wife, who hit the other Andy mentioned above, over the head with an umbrella. The brothers, R. N. Sheffler and W. J. Sheffler, have been known to the trade for a long time. They are large operators of scales and various other machines. They did not have candy but they did have a lot of good merchandise suitable for iron claws and traveling cranes. Mr. H. M. Roberts who is associated with them handles the punchboards.

Fred C. Meyer does not even pretend to be a coin machine man. He is a sign painter and a good one. He works for a large advertising company so he knows a thing or two about selling methods and merchandising and the trend of affairs and his work brings him in touch with many large scale merchants. Besides being a sign painter he is an inventor and on the side he plays with vending machines. It did not take him long to see that a lot of merchandise was going to be sold by machine sooner or later so he subscribed for the Automatic world and is reading up on what is going on.

Now here is the surprising thing. He said he had a good slug eliminator, and as inventing and designing vending machine mechanism is my pet hobby, I was interested to see what a sign painter would do about the slug problem. Well, sir, that chap took a simple little



The Traveling Crane

The Only Crane That Travels

**This Is the Machine Operators Dream About
But Were Unable to Get.**

Two Traveling Cranes on location at Gray's Drug Store, Broadway and 43rd Street, New York City, average from FIVE to SIX HUNDRED Dollars a week.

LOCATIONS

Everywhere—Arcades, Amusement Parks, Road Shows, Hotel Lobbies, Terminal Stations, Beaches, Clubs, Boat Lines, Resorts, Skating Rinks and many other places.

CONSTRUCTION

Durable, fool-proof and slug-proof. Oak cabinet in dark or light tones. The gorgeous majestic beauty alone attracts large crowds.

NEW

The Traveling Crane is NEW. A gold mine for every live operator. Write today for full information on this wonderful money maker. Get your share of the big summer business. Write or wire AT ONCE.

The Ferris Wheel

A MERCHANDISING WONDER

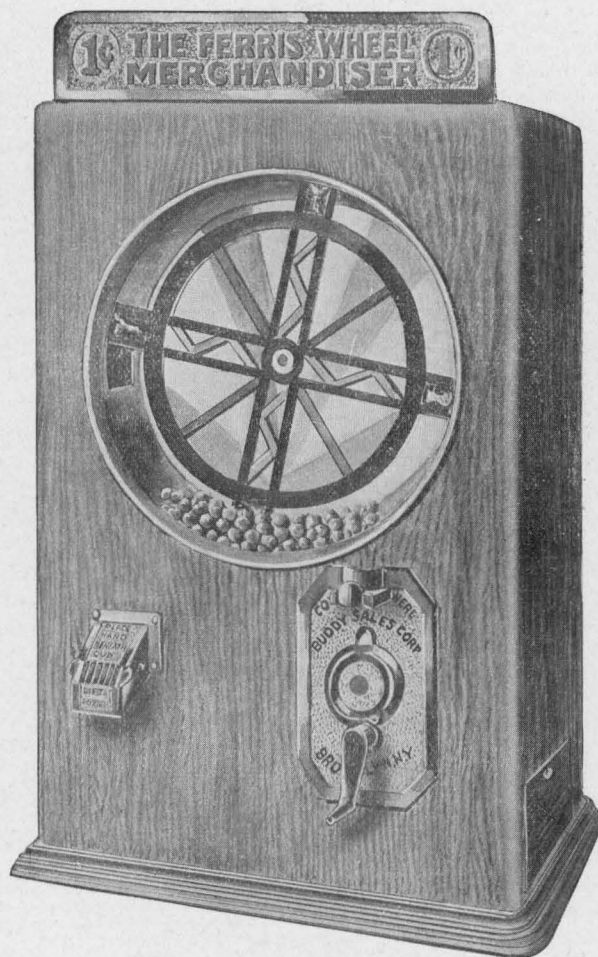
**Vends Candies and Novelties
For a Penny**

Fill the magazine with small confections and novelty prizes. The machine does the rest. No trouble, no tinkering, just profits.

Fascinating, profitable, sanitary delivery, simple, rugged construction. Built to stand the "gaff." A real money maker.

Average cost to fill machine \$2.75. Machine takes in \$9.50 to \$11.50.

Order now and start 1931 with a real money maker. Price \$47.50.



Buddy Sales Corp.

845 Dumont Avenue

BROOKLYN, N. Y.

Your Dollar Will Buy

More when spent for the following money-saving bargains

- 1 Mills 10c Reserve Jack Pot serial 195,000, sacrifice, \$40.00.
- Brand new Columbus penny peanut or ball gum machines, guaranteed, still in original factory shipping cartons, \$4.50 each; lots of 100 or more only, either on contract or split shipments, or one order. Single machine, \$6.75 each; lots 3, \$6.50 each; lots 6, \$5.75 each; lots 12, \$5.50 each; lots 24, \$5.00 each; lots 50, \$4.75 each; lots 100 or more, \$4.50 each. Freight expense extra.
- 1 Mills white porcelain beam scale, mirror dial glass, \$25.00.
- 2 Mills white porcelain beam scales, need slight repairs, \$15.00 each; both \$25.00. Sold as is.
- 1 Watling wood cabinet mirror dial profit sharing, fortune telling, with pin board coin return feature, used as floor sample only. Guaranteed in A-1 operating condition; finished in pure white enamel. Will sacrifice at \$67.50.
- 1 A.B.T. Pool Table with floor stand and meter register; sacrifice, \$25.00.
- 50 slightly used Penny King ball gum machines, \$2.25 each; lots 10 or more, \$2.00 each.
- 1 Columbia latest type midget scale, brand new never used whatsoever; sacrifice, \$53.50.
- 15 brand new Field's seven jacks machines, still in original factory shipping cartons. Territory closed; sacrifice, single, \$20.00; lots 3, \$18.50 each; lots 5, \$17.50 each.
- 10 Gottlieb Husky Grip machines, guaranteed in A-1 operating condition, with latest non-clog clearing device; sacrifice, single, \$4.50; lots 5, \$4.00 each; complete lots, \$3.50 each.
- Kiddie Mutoscope Machines, with floor stands, meter registers, reels, etc.; guaranteed in A-1 operating condition, recently refinished and overhauled; guaranteed to look practically like new; sacrifice for quick sale; single, \$32.50; lots 5, \$30.00 each; lots 10, \$27.50 each; lots 25, \$25.00 each; lots 50, \$22.50 each; 100 or more, \$20.00 each, or best offer.
- 1 Ball Roll-et Whirlwind machine, new combination 1c, 5c, 10c play, with indicator glass in rear so merchant can tell what last coin was played and pay rewards accordingly. Cost \$29.50; sacrifice, \$15.00.
- 3 Smoketeria 6-column revolving cigarette machines, with latest improved plunger delivery; sacrifice, \$20.00 each; lots, \$50.00.
- 15 Pace slightly used Baseball machines; sacrifice, \$8.00 each.
- 50 Gottlieb Miniature Baseball Machines; sacrifice, \$7.50 each; lots 5, \$6.50 each; lots 10 or more, \$6.00 each.
- 100 Whiz-Ball, Golf, and Whirlwind machines, guaranteed like new \$7.50, each; lots 5, \$7.00 each; lots 10 or more, \$6.50 each.
- 2 Fields baby miniature bells with jack pot on same; separates every fourth coin into operator's cash box. Cost \$39.50; sacrifice, \$16.50 each. Same combination 1c, 5c, 10c, 25c play, vends 1 ball gum each coin played, both for \$30.00.
- 5 Mills Shockers, \$5.00 each; complete lot, \$4.50 each.
- Jennings Favorite Gum Ball Targets, \$13.50 ea.
- Mills new Wizard Fortune Teller, never used, latest all metal front, \$7.50.
- 20 brand new 1c Ohio peanut machines, still in original factory shipping cartons, \$5.00 each; lots 10, \$4.75 each; complete lot, \$4.50 each.
- 1 Exhibit Bowling Alley machine; sacrifice, \$8.50.
- 1 Northwestern double-column postage stamp machine, vends 4 ones for 5c, and 2 twos for 5c; sacrifice, \$8.50.
- 1 brand new Northwestern double column stamp machine; used as floor sample only; vends 2 twos for 5c, or 4 ones for 5c; sacrifice, \$15.
- 2 Purdy-Moore singing canary bird machines; with ball gum vending attachments; A-1 operating condition. Cost us \$45.00 each; sacrifice, \$17.50 each; both, \$30.00.
- 12 Columbus Model V ball gum machines, 500 ball capacity; practically like new, all chrome plate finish, \$4.00 each.
- 15 Advance 4-column selective type cigarette vending machines, guaranteed brand new, still in original factory shipping cartons, \$35.00 each; lots 5, \$32.50 each; lots 10 or more, \$30.00.
- 1 brand new International "Old Mill" machine, including floor stand, used as demonstrator floor model only, \$52.50.
- 3 Whirl-Ball, Whirl-Wind machines, sacrifice, \$6.00 each; lots, \$15.00.
- 1 Blue Bird 5c play Try-It Dice machine, vends 5 balls gum each play, \$9.00.
- 1 Puritan Baby Bell machine, combination 1c, 5c, 10c, 25c play, fortune telling reward card; sacrifice, \$10.00.
- 1 Blue Bird latest type ball gum vending pin target machine, guaranteed like new, sacrifice, \$10.00.
- 10 Simpson 1-2-3 Profit-Sharing ball gum machines, vends 6 balls for 3c, guaranteed like new; sacrifice, \$3.75 each.
- 5 Mills brand new latest type Bell Boy machines with meter registers, separates every fifth or seventh coin in operator's cash box, with separate cash box for merchant, also vends ball gum, with fortune telling feature each play; \$30.00 each; lots 3 or more, \$28.50 each.
- 15 practically like new Whoopee Ball machines, complete with extra Whirl-Wind attachments, making two machines in one; can be changed in a few minutes' time; sacrifice, \$11.00 each; lots 5 or more, \$10.00 each.
- Boop-a-doop or Whoopee or Bat-A-Ball attachments, \$3.50 each.
- 10 Atlas brand new latest type 1c Baseball machines, with separate cash box which registers winning coins; single, \$8.50; 3 or more, \$7.50 each.

Mention the AUTOMATIC WORLD magazine when sending in an order for \$25.00 or more, and receive one "Speedy" coin stacker FREE. Same gauges 50 pennies accurately, making wrapping easy and rapid. Big time-saver.

Lemke Specialty Co.

Michigan's Largest Jobbers of Dependable Slightly Used and Brand New Machines, Supplies, etc.
6630-6634 Gratiot Ave. DETROIT, MICH.

Monthly Writings

By M. T. Daniels



ANTHONY WONS says: "A railroad official once received a letter which read something like this, 'Gentlemen: Why is it that your switch engine has to ding and dong and fizz and spit and clang and bang and buzz and hiss and bell and wail and pant and rant and howl and yowl and grate and grind and puff and bump and click and clank and chug and moan and hoot and toot and grunt and gasp and groan and

whistle and wheeze and squeak and blow and jar and jerk and rasp and jingle and twang and clack and rumble and jangle and ring and clatter and yelp and hum and snort and puff and growl and thump and boom and clash and jolt and jostle and shake and screech and snarl and slam and throb and crink and quiver and rumble and roar and rattle and yell and shriek like—well—all night long?

Did you ever see an operator that reminded you of a switch engine? Sure you have, and not only operators, but druggists, cafemen, grocers, and a lot of other kinds of businesses. Well did you ever see one of that kind that made a success of his business? Of course you didn't. It's just as important for a man to use his head in the operating business as any other business. Now you new operators, don't get the idea into your heads that the operating business is some sort of a new fangled get-rich-quick-scheme whereby you can invest a few dollars and then ride around in a Pierce-Sparrow automobile and take in the dough so fast that you will make John D. ashamed of himself. The operating business is just like any other business, if you don't give it the proper attention, you will soon be out of business and you won't know how it all happened. Then you will say the operating business is no good, when all the time it was YOU that was no good. The operating business is the best one man business that any considerate man or woman can engage in, so far as I know.

—o—

Patronize Your Trade Journals

Now, you operators and manufacturers, do you realize that we are where we are today because we have had good trade journals for the past few years. Did the operating business ever get anyone anywhere before we had these journals? Did any of you manufacturers ever make a dime before we had trade journals? I'll venture to say that the trade journals have increased the earning powers of both the manufacturer and operator more than 500 per cent in the past few years, and still we know operators that won't jar loose of a measly dollar for a year's subscription to one of these journals. We still hear

manufacturers say, "Oh, I don't believe it will pay me to advertise in your magazine." Just because they don't get a lot of orders from their first advertisement, they are so narrow-minded that they think it has not paid them, that's what is commonly called a one-track mind. The manufacturer does not seem to realize that the old-time operator has been trimmed so many times by buying machines from the first ad that he usually waits until he sees the manufacturer advertise in three or four consecutive issues, before he decides that the machines so advertised are really worth while. Now, of course this is mighty hard on the manufacturer that is just starting up with a limited capital, but nevertheless it's a fact and you old time manufacturers know it.

Let's be considerate of each other, operators and manufacturers can't get along without trade journals any more than an automobile can get along without wheels. And trade journals can't continue unless we patronize them, because it's a cinch that they can't expect druggists, oil companies, or furniture manufacturers to patronize them. **THINK IT OVER!**

—o—

Lady Operators

Sure, why not? Can you tell me any reason why a lady can't operate coin-controlled machines as well as a man? If you can, just hop to it, and I'll blow your argument up higher than a kite. How do I know? Observation—I've absolutely seen it tried out and it works. Here's how. About six months ago one of my competitors passed on to the great beyond, leaving his wife and one daughter, this daughter will graduate from one of our universities in about a month from now. As soon as the funeral was over this young lady got busy and started taking care of these 500 or 600 ball gum machines, they were scattered over 5 or 6 counties and in about 10 or 12 towns. I do not think that she missed one day of school, and I do not think that her mother helped her very much, as the mother had a very severe sick spell last summer which left her in poor health, so I am quite sure this young lady has done most of the work and kept up her school work besides. Now, what do you think of that for grit? And believe me she tends to business too, she doesn't stand for any wisecracks from anyone, she is all business all the time, and as soon as she is through servicing a machine, she is out and gone to the next one, absolutely no foolishness. And, believe me, she is well liked on the route and is wedging into some of the locations that some of the rest of us have tried awful hard to secure and failed, they just can't turn a woman down when she asks to leave a machine.

I do not know just how well she likes her work or whether she expects to continue after she graduates, but if she does continue, she will undoubtedly be the strongest competition I have ever had in this territory, and I have watched more than 100 of them come and go in the past ten years.

Have you noticed how much more dignified the average barber shop is since the ladies patronize them so much? Sure you have. You don't hear near as many dirty stories, or see those questionable magazines around the barber shops nowadays like we used to see

eight or ten years ago. Why? You know why. If every city of 50,000 population or more had one or more lady operators we would see a lot of difference in the morale of the business. It might be rather difficult for some of us old-timers, though, especially if the lady operator happened to be a scrapper, because we couldn't fight back. We would just have to take our medicine, because the chances are 100 to 1 that the store owner would side in with the lady operator.

If there are ladies that read this article and decide to enter into the operating business, let me suggest that you either be mechanic enough to open a tomato can without cutting your hands, or else be a married lady with a husband that can grease a wheelbarrow without getting grease all over his collar. Because you will have some repairs to do that you just can't afford to hire a mechanic to do. Then, too, mechanics in most towns don't know very much about the automatic machines.

LOOK FOR THE DOUGHNUT INSTEAD OF THE HOLE

Mr. Operator, did it ever occur to you while you were out servicing your machines how much easier it was to see the hole in the doughnut, than it is to see how much nice cake there was around the hole? When we come to a grouch that complains about our machines when we know that his complaints are unfounded, we are very liable to get grouchy, too, especially if we only find a small amount of money in the cash box. But suppose you were on the other side of the counter, suppose

you were paying \$100.00 a month rent, and another \$100.00 per month for overhead expenses, then you might have something to be grouchy about, but as it is it's all to gain and nothing to lose with us operators. If we don't make it we just miss a meal and that's all there is to it, but if that merchant don't make it he has his rent, lights, heat, advertising, help, and the Lord only knows what else to pay anyway, so I figure we are a lot better off than he is, especially during times like this, when nearly everybody is hard-up. One thing I know positively, I'd think a long time before I'd trade my business off for a retail store, no matter if it was actually worth twice as much as my machines are. As long as I've got a good bunch of machines and a Model T to take me from one place to another, I know that I'm going to eat, and that's a darn sight more than a lot of these storekeepers know. Next time you think you're having tough luck, just look around a little, you'll have no trouble in finding plenty of other fellows that are having a much tougher time of it than you are—Yes, sir, you may thank your self for the day that you decided to become an operator.

Detroit News

By H. F. REVES

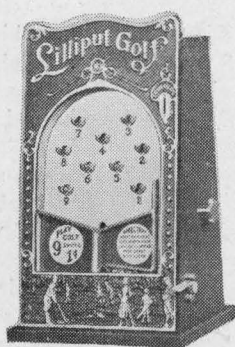
Harry R. Green, head of the Green Specialty Corp., of 5595 Montclair Ave., Detroit, is working on plans for a new policy of operating and manufacturing in connection with his present routes of machines in this territory. The Green Corp. operates along a scientific plan of management which is one of the most progressive encountered in the industry, involving exceptional plans in training of personnel. Scheduled for the near future, not later than early summer, is a considerable expansion ahead for this company.

The Butler-Brayton Mfg. Co. of Detroit, which has been putting out a pencil stamping machine for the past two or three years, is preparing for production plans on their machines. The company is headed by Raymond Butler and Alfred Brayton, and not only manufactures in their Detroit plant, but operates from here for their entire national output for the western territory, west of the Mississippi, and Minnesota and Michigan. The company at present retains exclusive operating rights on its own machines, as it is progressing carefully along the theory that machines are still in an experimental stage, subject to the check of large scale operation.

The American Vending Co., of 14531 Marlow Ave., Detroit, is changing its lines of operation, involving concentration in the field of machines operated. This company has hitherto operated numerous routes in this territory, in candy, gum, and peanut vending machines, but is now preparing to close all except gum routes and dispose of these machines. The gum routes will be expanded rapidly and intensive sales concentration made upon this field. Michael A. Angot, Jr., and William F. Goddard operate this company.

Homer Burns, proprietor of the Burns-Detroit Sales Company, is one of the most resourceful operators in the

They Get the "Dough"!! Two New Coin Catchers



"LILLIPUT GOLF"

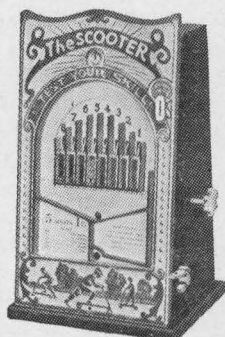
9 Balls for 1 cent
Fast play, 9 holes

Balls stay in pockets until
next coin is played.

'THE SCOOTER'

5-8 Balls for 1 cent
Fascinating!
Enticing!
A game with a kick.

Write for special operator's
price.



Lilliput Mfg. Co.

1189 Broadway

NEW YORK CITY

field in Detroit. His activities cover a wide range of allied enterprises in addition to strictly vending machine operation and servicing, but he has been associated with leading Detroit firms, including Lemke Specialty Co. and Palmer Sales Co. Burns is now beginning the distribution of private brand roasted peanuts to the Detroit trade, already in operation in his own machines and being extended to other machine operators. In addition, he is preparing to put out a private brand candy line for vending machine use. While distribution of both these lines is being started on a local scale, ultimate wide territorial expansion is contemplated.

—O—

Business for the vending machine industry is going to pick up within the next two months, according to observations made by Jacob Landman, of the Landman Music Co., 68 Moss Ave., in Highland Park, a Detroit suburb. Landman has noted the general slow movement of trade among all lines of operators, and ascribes this directly to the condition of unemployment, rather than to other present causes. "When people are out of work, they have no money for any line of vending machines. The industry is ready to take a big jump forward, but it is dependent directly upon the purchasing power of the workers generally. The more moneyed classes are generally poorer prospects for the trade of the machines, and general conditions of employment are directly reflected in gross receipts." The recent figures on increase in employment show a healthy upturn which will bring sales back to the industry within a short period, according to Landman. The Landman Co. distributes and operates an extensive line of entertainment machines, specializing in Mills and other musical products.

—O—

The Palmer Sales Co., for many years one of the largest coin operated machine stores in Detroit, may be permanently lost through the decision of John Palmer, proprietor, to close the business temporarily. The company maintained a large store on McDougall Ave., which was closed last year, moving into office and storage facilities at 2239 Crane Ave., on the east side. The slow movement of business has caused some readjustment of the company. Palmer, who is still enthusiastic for the possibilities of the industry, regards the present move as temporary only. A more direct real reason for the closing is disclosed by his own plans to take an eastern tour for the summer. Palmer was the happy bridegroom of some few months back, but was so busy at the time that he did not have time to take a honeymoon. The present tour is one taken with this idea in mind.

—O—

Frederick E. Turner has been out of the city on a business trip for the past week.

—O—

A globe peanut vender was in a popular restaurant, a mighty good spot for the operator, judging from appearances. But there was something wrong. Query of the location owner revealed he was dissatisfied with the machine, thinking of having it taken out. He said people had bought cellophane package peanuts much more readily than from the vender, even positively expressing a preference by words as well as sales.

An examination of the vender revealed the difficulty at a glance—the bowl of the machine was simply neglected systematically by the route man. Salt accumulated in the bottom, adhering to the sides, and occasional skins off the nuts stuck to the sides of the bowl, giving

TRUE TONE ONE LONG LIFE

Permo-Point

TRADE MARK PHONO NEEDLE

REGISTERED © 1930

PLAYS MORE THAN 2,000 RECORDS

Whether You Operate One

Or several Automatic Phonographs, the use of the new PERMO POINT NEEDLE will effect a material saving in time, service and record cost, while making it unnecessary to leave keys for instruments on location.

A REAL NECESSITY FOR ANY PHONOGRAPH

Endorsed and used as standard equipment by leading manufacturers of Automatic Record-Changing Phonographs, Portables and Radio Combinations.

Permo Products Corporation

3625 Montrose Avenue
CHICAGO, ILLINOIS



\$8.00

WHIRLWINDS

\$8.00

We have just fifty Peo original Whirlwinds which we are closing out at \$8 each. All orders must be accompanied by one-third deposit.

Connecticut Novelty Co.

48 STUART AVE. NORWALK, CONN.

a sloppy, unattractive appearance to the products. The very looks of the vender suggested stale goods, with the probability that they were not very sanitary either. The most casual customer or prospective purchaser could note that at a glance.

The location owner in this case did not know just what was wrong; he was not a merchandising expert on venders. The customers would not say what was wrong, and the route man was careless. It is clearly up to the operator to make occasional personal surveys of his routes, especially to investigate those spots that bring in consistently poor grosses.

Here's the Proof - - -

April 24, 1931.

Automatic World,
Fort Worth, Texas.
Gentlemen:

We feel that since you started your publication, you have conducted a clean and interesting journal. We have never seen you enter into a controversy with anyone, and we believe your news and editorial policy is right, therefore, we have concluded to support you by our patronage.

Yours very truly,
LEE S. JONES, General Sales Mgr.,
J. P. Seeburg Corp.

May 4, 1931.

Automatic World,
Fort Worth, Texas.
Gentlemen:

We wish to congratulate you on the first anniversary of the World and on its phenomenal success. We have been watching its growth for several months and believe that it is going to be a very profitable medium for our advertising.

With best wishes for your continued success, we are,

Yours very truly,
INFORMATION VENDING MACHINE CO.

QUALITY--SERVICE--PRICE

W. C. STEEL BALL TABLE CO.

MANUFACTURERS OF COIN OPERATED MACHINES AND ACCESSORIES

FORT WORTH, TEXAS

April 21, 1931.

The Automatic World,
1345 E. Richmond Ave.,
Ft. Worth, Texas.

Attention Mr. Murry

Dear Mr. Murry:

You will find enclosed our check in the amount of forty five dollars, (\$45.00) to cover advertising carried in your March issue. At the same time we wish to express our opinion of the Automatic World, as an advertising medium for our products.

First, we can truthfully say that we have received as many bonafide orders, if not more, from our advertising through your columns, as any other trade journals.

We note from the cover of your April issue that you are well aware of the fact that spring is here, and with the wonderful weather we are having, we are confident that business is going to increase considerably, however, we are having to run our plant day and night to keep up on production to take care of the Spring buying.

We wish to thank you for the announcement of your anniversary publication and beg to advise that we will carry at least two pages with you in your May issue.

With best wishes for your continued success, we are,

Yours very truly,

W C STEEL BALL TABLE CO.

BY *C. H. Collins*
General Manager

CGC:R

May 1, 1931.

Automatic World,
1328 E. Richmond Ave.,
Fort Worth, Texas.
Gentlemen:

I have before me your first sample World, and your latest, the April, 1931, issue; some strides you have made in your field. Keep up the good work, we are all satisfied with your magazine, and to prove our satisfaction and to show you we have profited by advertising in your magazine, herewith you will find our check for \$4.05 covering 108 words, or 13 1-2 lines.

Thanking you for your usual fine placement of our advertisements, and wishing you continued success, we are,

Very truly yours,
KLOTZ SALES COMPANY.

April 23, 1931.

Automatic World,
1328 E. Richmond Ave.,
Fort Worth, Texas.
Gentlemen:

We are enclosing herewith our check for \$3.00 covering the cost of the two want ads enclosed. The ads figure ten lines at 30 cents per line.

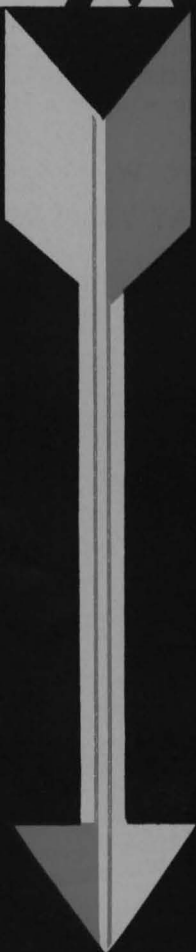
We wish to compliment you on the rapid growth of your magazine and wish you continued success.

Very truly yours,
NOVELTY SALES COMPANY.

INDIAN HEAD PRODUCTS



AGAIN



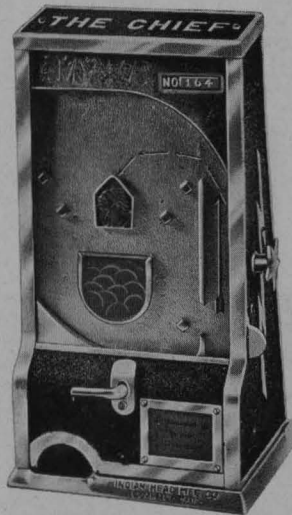
INDIAN HEAD
MFG. CO.

THE VOICE OF THE WEST
GREET'S YOU

DISTINCTION SHOULD BE A FACTOR IN

THE CHIEF OF MONEY MAKERS NEW! REVOLUTIONARY! SENSATIONAL!

Penny or Nickel Plays



ATTRACTIVELY designed—All Aluminum and Brass construction—Handsomely decorated—Operation mechanically correct. Rejects slugs and imperfect money.

Playboards are designed for either 1c or 5c coins and are interchangeable in a jiffy. Your choice specified when placing order. A slight extra charge when both Playboards are desired.

Dimensions: 6½"x7½"x13½". Weight 6 lbs.

LET THE CHIEF PAY YOUR RENT
AMUSEMENT DE LUXE IT'S NEW!

Golden State Peanut Vendor

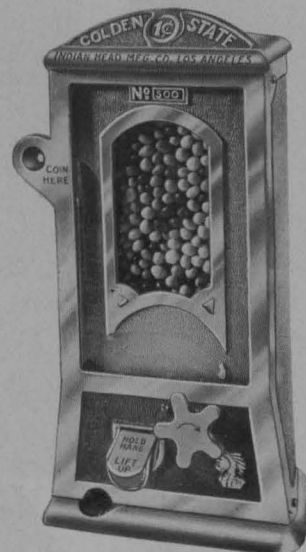
is of unusual design, pleasingly decorated and highlighted. All metal rust proof construction. Rapid Interchangeable parts permitting the delivery of several types of merchandise—Candied or salted peanuts, jelly beans, ball gum, etc.

Slugs and imperfect coins rejected.
Magazine will hold from 2 to 5½ lbs. of peanuts.

Adjustable to location. Simplified dependable mechanism. Wall brackets at small additional cost.

**THIS BETTER MACHINE
IS NOW AVAILABLE**

Dimensions: 8"x7"x16". Weight 8lbs.



"INDIAN HEAD PRODUCTS"

SELECTING ANY COMMODITY

THE INDOOR JR.

SIMILAR in construction to the already extremely popular Indoor Striker shown below, has been enthusiastically accepted by many from the very day of its first introduction. This ripple of praise has developed into a constantly growing demand.

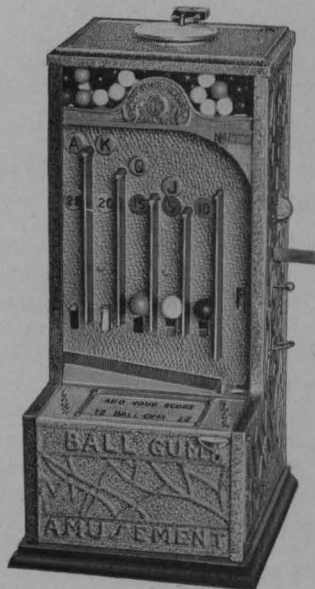
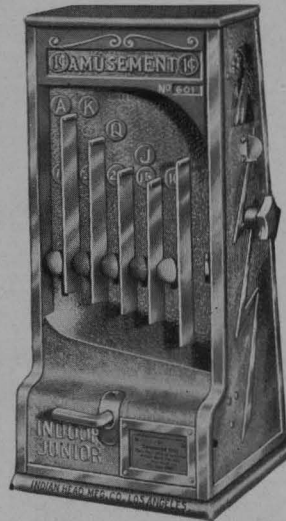
SKILL PLUS AMUSEMENT ONLY

QUICK — SNAPPY — FULL OF ACTION

If one ball is successfully placed in each numbered section shown on Playboard, press top plunger and a free merchandise coupon will be your reward."

RESULTS: "A BUSINESS STIMULATOR."

Dimensions: 7½"x8"x16½". Weight 10 lbs.



THE INDOOR STRIKER

A FASCINATING GAME OF SKILL!

5,000 Now in Operation

This machine is a gold mine for operators. Many Indoor Strikers now on location are earning from \$5.00 to \$25.00 weekly profit!

DESCRIPTION

Constructed entirely of aluminum and brass. Finished in flashy gold color. Requires only one square foot of counter space. Height, 18 inches. Weighs only 15 pounds. Equipped with four rubber legs for counter use. Separate locks for cash box and gum chamber. Capacity, 700 balls of gum. Simple, but perfect mechanism, assuring accurate operation at all times.

HOW TO OPERATE

Player inserts penny and pushes side plunger which releases 3 colored rubber balls. By tapping the front plunger skillfully, the balls are shot up one at a time into the various numbered compartments. A ball of gum is vended only when desired. The Indoor Striker is a genuine game of skill and legal everywhere.

MECHANICAL
MERCHANDISING
EQUIPMENT

**INDIAN HEAD MANUFACTURING
COMPANY**

715 South Figueroa Street, Los Angeles, California

OUR CONTRIBUTION TO 20TH CENTURY LEADERS



For improved unique designs and
construction—finer finish and bal-
ance—

DEMAND THE

"INDIAN HEAD PRODUCTS"

EXCLUSIVE concessions from responsible jobbers are now
being considered in territories where we are not yet repre-
sented.

All inquiries and prospects stimulated by this campaign will
be referred to our nearest representative.

Further detailed information will gladly be furnished by
writing or wiring the Home Office.

INDIAN HEAD
MANUFACTURING CO.

715 SOUTH FIGUEROA STREET
LOS ANGELES, CALIFORNIA



More Bargains—By Lemke

- 100 Master slum vending attachments, complete, ready to put on machines, sacrifice, \$1.00 ea.; lots 10 or more, 75c ea.
- 2 Mills 5c Puritan machines, with cherry reels, separates every fifth, sixth or seventh coin to separate cash box, \$15.00 each; both, \$27.50.
- 1 Mills 5c Puritan with numbered reels, separates every seventh coin, sacrifice, \$12.50.
- 22 cases high grade single O 10-color assortment Akro agates, packed 10,000 to each case; close out price, rather than carry them until next season. This is your chance to save money. Buy your next season's supply now. Sacrifice, \$17.50 single case; 3 cases, \$16.50 case; 10 cases or more, \$15.00 case.
- High grade ball gum, half case, 5,000, \$7.50; full case, 10,000, \$14.00; 3 or more cases, \$13.50 per case.
- 1 case Imperial No. 1 high grade 20-color assortment marbles, none better at any price, \$27.50.
- High grade mints, special this month only, overstocked on 100 cases, packed 1000 packages each case, assorted flavors; \$7.25 single case; 5 case lots, \$6.75 each; 10 case lots, \$6.50 each; 25 or more, \$6.25 per case, F.O.B. warehouse.
- 1 Exhibit 1c Photoscope machine with floor stand, refinished, looks like new, \$13.50.
- 25 brand new Superior folding floor stands, fit any make Bell or mint vending machines, sacrifice, \$3.50 each.
- 5 Blue Bird Model C baby size 1c pin targets; sacrifice, \$4.50 each; lot, \$15.00.
- 10 Jennings slot machine stands; slightly used; sacrifice, \$2.00 each.
- 12 Jennings Today venders with latest jackpot attachment, sacrifice, \$37.50 each.
- 1 brand new Aristocrat display cabinet, keeps slot machines out of plain sight and at the same time it allows the merchant to display candy, etc., within the glass panels along the sides; sacrifice, \$30.00.
- 1 Mills 5c play Violano-Virtuoso piano, guaranteed A-1 operating condition, including 10 extra rolls, \$100.00, or first reasonable offer.

- 1 Mills 5c Reserve jackpot machine, high serial, around 200,000, \$37.50.
 - 1 Mills 25c jackpot machine, serial 190,000, sacrifice, \$42.50.
 - 1 Jennings 25c jackpot, pays jackpot on 3 lemons; sacrifice, \$35.00.
 - 10 Jennings 5c Today venders, single, \$37.50; lots 3, \$35.00 each; lots 5 or more, \$32.50 each.
 - 2 Mills F.O.K. Front 5c mint venders; sacrifice, \$37.50 each.
 - 1 Mills 25c Bell, A-1 operating condition; sacrifice, \$22.50.
 - 3 Caille 5c Victory Front mint venders, sacrifice, \$13.50 each; lot, \$35.00, or best cash offer.
 - 1 Caille 25c Victory Bell, \$17.50.
 - 2 Caille 10c Superior Bells; sacrifice, \$22.50 each; lot, \$40.00, glass shows last 4 coins played.
 - 1 Watling jackpot side mint vender, \$40.00.
 - 1 Caille 25c Superior Bell, shows last 4 coins played; sacrifice, \$27.50.
 - 1 Caille Superior 5c jackpot, \$37.50.
 - 1 Caille 5c Grand Prize jackpot 4 reel machine, \$57.50.
 - 100 brand new Boop-A-Doop, Bat-A-Ball or Whoopee Ball machines, still in original shipping cartons; sacrifice, \$12.50 single; lots 5, \$11.00 each; lots 10, \$10.00 each; lots 25 or more, \$8.75 each.
 - 500 brand new Penny King ball gum machines, \$3.50 each in lots of 5; lots 12, \$3.25 each; lots 50 or more, \$3.00 each, including wall brackets FREE.
 - 1 Fairchild Rifle Range machine, 10 shots for 5c, including 2 rifles, shoots Bee-Bee shots, guaranteed A-1 operating condition; cost \$275.00; sacrifice, \$85.00.
- ALL MACHINES GUARANTEED AS REPRESENTED—A-1 condition. Terms, one-third deposit, balance C.O.D. Two per cent discount allowed if cash in full accompanies order. If in immediate need, you may wire deposit at our expense on all orders amounting to \$50.00 or more. We invite you to compare our prices with any other jobber or distributor. We are sure our prices can not be duplicated elsewhere. Our motto: "WE AIM TO SATISFY AND SAVE YOU MONEY."

Michigan's Largest Jobbers of Dependable Slightly Used and Brand New Machines, Supplies, etc.

Lemke Specialty Company

6630-6634 Gratiot Ave.

DETROIT, MICH.

principle that hundreds of coin machine mechanics, including your humble scribe, have played around with, and he made it take out about 90 per cent of the common nickel slugs, and then he got the thing patented. Now he writes me that he has interested some other men of proven ability and he is starting a company to manufacture his own inventions. He has a model of a new peanut machine and a scale and some other things, but he and his associates see that automatic selling is going to grow to large proportions and they are planning accordingly. You will hear from him later, not as a sign painter but as a vending machine manufacturer. He has some good looking ideas and a good line-up of talent.

Mr. H. M. Steel operates a big route of cigarette machines on the beaches from Playa Del Rey to Wilmington. Most of his machines are the product of the Rowe Vending Machine Co. of this city and the Accurate Vending Machine Co. also of this city. He was looking at the Balloon machines and Peanut machines which E. N. Johnson is offering for sale. Mr. Steel has a nephew by the name of Chas. King who also has a lot of Rowe machines around Pasadena, Azusa, San Bernardino, and Long Beach. They work together and trade back and forth as they have other kinds of machines also. Mr. Steel tells me that the California Vending Machine Exchange run by G. G. Gunn is moving to new and better quarters over on Vermont Ave.

P. C. Smith, sales manager of the Exhibit Supply Co., writes a nice letter giving me the address of Al Gustafson and I find he is a fairly close neighbor of mine. If Al isn't a Swede, they sure hung the wrong name on him for Gustafson sounds as Swedish to me as

Jack Olson, and I know he is a Swede. They say that about half of Los Angeles came from Iowa and there are some indications that the other half may have come from Minnesota.

Like all Swedes, Al Gustafson is a go-getter, for Mr. Smith tells me that he has sold 500 iron claws around Los Angeles in two years. That alone ought to keep friend Gilker and his "pans" busy supply candy for them.

A. J. Gilker is a chap that a lot of operators will want to know about and he says he is going to advertise. He is sole proprietor of the Los Angeles Pan Confection Co. and he makes the kind of candy that is used in iron claws, Erie diggers, Old Mills, traveling cranes or even in peanut machines when a change of diet seems to be indicated. A candy maker whom I went to for information told me Gilker had some "pans" but they were sure a different breed of pans than any I ever saw before. They looked to me like copper cement mixers and he must have a dozen of them in a big building away out in Lawndale. Friend Gilker has been at the job since he was 11 years old and he makes all colors and all flavors and any kind of mixture of candies with hard polished surface known to the candy trade as pan goods.

Jack Olson, the other Swede, is in the process of organizing a new company and names of officers have not been finally decided at this time. They have the coast agency for many good machines and they have just brought out a new pool table called the California Cue-py. They have built a high grade piece of goods for high grade locations. They also are developing a specialty for golf courses. It is a hole with patent mechanism in it that tosses the ball up into your hand so you do not

have to get down on your knees.

When a dog bites a man it is commonplace, but when a man bites a dog then it is news. Now I have seen plenty of vending machines waiting for Mr. Goodbar which all will recognize as a popular name for a candy bar, but I did not expect to find Mr. Goodbar "in person" coming around looking for vending machines, but he came nevertheless, and so that is news. He tells me honestly that R. L. Goodbar is his real name and he has worked the coin machine game for a long time up in Oregon and Washington. He has now located in Los Angeles and is browsing around to see what is the best kinds of machines to spend his money on. Now don't everybody try to sell his "old tin cans" because he has cut his eye teeth. He is going to get some routes eventually but not the kind where they send a boy ahead to fill up the machines with nickels.

Mr. J. E. Shelby, sales manager for the Ideal Weighing Machine Co. of Los Angeles, is leaving this week for an extended trip East in the interest of his company. Mr. Shelby's itinerary includes stop over visits with Ideal distributors and operators throughout the Midwestern, Southern and Eastern states.

The Caille Scales

Our readers will, no doubt, notice the big full-page display ad of the Caille Bros. Co., of Detroit, Mich., in this issue. This reliable firm will be with us in every issue for a long time to come and we want our readers to study their messages each month as they appear in full-page displays.

The Caille scales are among the best scales offered today. The best of material, workmanship and design goes into every Caille scale. With every scale that the Caille Bros. turn out, they have the operator in mind.

Below we give you a brief outline of information on Caille Bros. high class weighing scales.

More than thirty years ago Caille built its first coin-controlled person weighing scale, which was known as the Weight Teller. At that time scales were considered means of amusement, for people had not become weight-conscious or realized that watching their weight was necessary to good health. This first Caille scale was a leader in its time and some of them are still on locations.

Scales, like almost every other article, have undergone radical changes and improvements. No longer is the public willing to drop its pennies into scales just for the fun of it, but demands accurate weight, just as much so as when buying from the grocer or butcher. On this point there has never been any question of Caille superiority.

Caille was the first to build a coin-controlled beam scale, the first all enamel dial scale and the first ticket printing scale. Over fifty thousand of these scales are now on location, taking in thousands of dollars in pennies every day. It would be strange indeed (it is generally accepted as a fact) if Caille, with this long experience, modern equipment and trained workmen, did not turn out the best coin-controlled person weighing scale.

Second in importance is durability, which goes hand

in hand with accuracy. Here again enters the proper selection of materials and the knowing how to build a machine and build properly. This, with our policy of using only the very finest materials and employing the most skilled workmen regardless of cost results in the highest quality scales obtainable. Our long experience has proven this to be the right procedure and purchasers of Caille scales therefore enjoy these benefits.

During the years Caille has devoted to building scales, numerous patents have been granted them, many of which are still in effect and which prevent others from incorporating features so necessary to the perfect performance of scales. The Caille patented lever system, which permits accurate weight regardless of where a person stands on the platform, is only one example of what Caille patents mean.

Attractiveness

From the owner's standpoint, attractiveness is very necessary. A scale must be pleasing and attractive in appearance in order to command attention. Caille has always kept this in mind, and it has always been its policy to follow the ideas of experienced artists in designing the outward appearance of the scales.

Caille coin-controlled person weighing machines are accurate, reliable, durable and attractive. Our catalog is free; send for it.

That New Model "E"

Outstanding in SUPREMACY is the new model "E" Audiophone offered by the J. P. Seeburg Corp., of Chicago, Ill. This musical instrument rises above all others and maintains its high standard of recognition with the following features: New selective model, lower prices, better terms and the same high standard of quality and a guaranteed distribution policy.

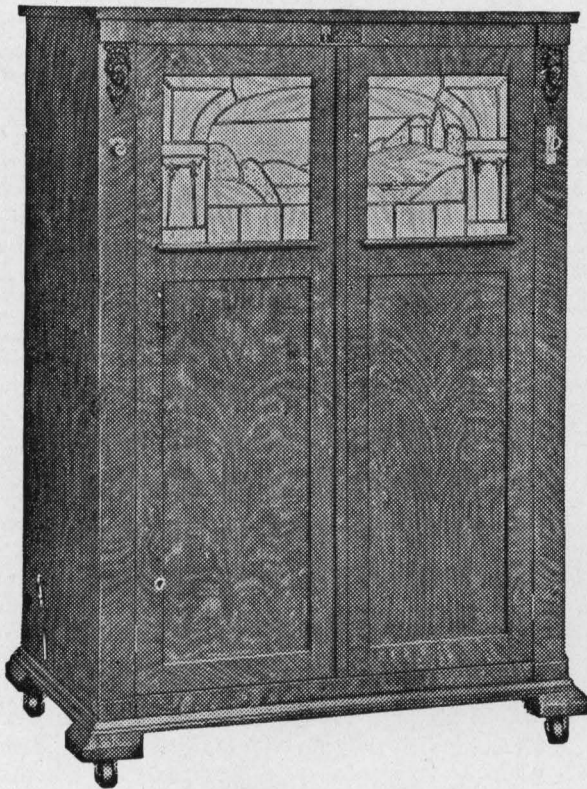
No better connections can be made for jobbers and operators on coin-operated musical instruments than can be made with the J. P. Seeburg Corp. The firm is well grounded, reliable, honest and dependable and their product invites comparison.

See their full page display in this issue. Read it, then study their full page messages as they appear in this paper month by month. Write them for full information and details, it will be furnished you free and promptly. Mention the WORLD to them.

BILLIARD CLOTH

Thousands of yards of billiard cloth is being used these days in the constructing of Miniature Pool Tables, and as a tip to every manufacturer of these articles wherein billiard cloth is used, read the half page ad of the Saxton Woolen Co., in this issue. This firm offers you a high class product with ten different grades to choose from. They also make four rubber back cloths. Get their prices before buying your supply of cloth. Turn to their attractive half page ad in this issue and then write them.

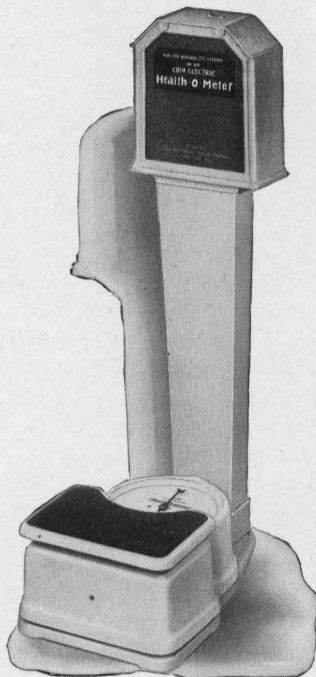
Close-Out Special



BIG BARGAIN

26 practically like new Seeburg 5c play pianos with mandolin attachment, baby size. We are discontinuing operation of 5c play machines. Original cost, \$365.00 each; sacrifice, single, \$32.50; lots 3, \$30.00 each; lots 5, \$27.50 each; lots 10 or more, \$25.00 each. Crating expense extra. Three music rolls included free with each machine.

4 Seeburg medium sized 5c pianos with complete orchestra attachment, such as snare drum, base, tams, xylophone, castanets, cymbal, triangle, etc. Cost \$655.00. Sacrifice, \$45.00 each; complete lot of 4 for \$150.00. Will sacrifice entire lot above mentioned 30 machines for \$650.00, or first best reasonable offer. We might consider making some sort of trade-in on 1c type machines. One-half certified deposit, balance sight draft.



New Health-O-Meter Scale

New Coin Electric Health-O-Meter Scale, which flashes your weight at the drop of your coin. This is the smallest and lightest type miniature scale made to date, backed by the famous Health-O-Meter guarantee. Sold at prices that any operator can afford to pay. **Single...\$47.50**
 Lots of 5, \$45.00 each; lots 10, \$42.50 each; lots 20, \$40.00 each; lots 25 or more**\$38.50**
 We will ship one scale at the single lot price, with a guarantee of allowing rebate difference to apply according to whatever amount of additional scales are purchased. Sample machine will be shipped on a five-day trial basis. If machine is not entirely satisfactory, it can be returned to us for full refund. No questions asked. These scales are finished in light green, light blue and combination white and black which is the most attractive of all three. Weight only 50 lbs. each. Write for circular of full information. One-third certified deposit, balance C.O.D.

"THIS SCALE IS A REAL WINNER, AND IS TAKING
THE COUNTRY BY STORM."

LEMKE SPECIALTY CO.

6630-6634 GRATIOT AVE.

DETROIT, MICH.

The Penny Arcade

By Barton W. Shipley



HAVING owned at different times five different penny arcades, three of them in big city locations in high rent districts and two in amusement parks I have learned that all classes of people patronize penny arcades, but that some classes patronize them more than others. I mean by this that even the high hats will come in occasionally out of curiosity and spend a few pennies, but it is not this class that comes night after night and spends their money freely on the punching bags and the lifters and the steam shovels and the grip tests. It is the working man or boy of the middle classes and the laboring classes.

Such being the case, I do not consider it desirable from a business standpoint to make an arcade too elaborate or

exclusive appearing as man; a young fellow in dirty overalls would come in and spend plenty of money if he did not consider the place way too fine for him to be seen in. I DO advocate keeping the place clean and the machines nicely painted or varnished and not to allow boisterous language and profanity as there are lots of women and girls that really get a kick out of playing machines. If the place is known to be a hang out for all kinds of bums and loafers the chance of any woman's business is gone forever. Besides many a girl will bring her sweetheart in and make him spend money playing machines for her. So by all means keep away from the rough stuff without making it too exclusive.

I found it to be the case in big town arcades that there are a good many people who would really like to come in and play machines if they were real sure no one that knew them saw them in the place. Some seem to think that their friends would never stop kidding them if they caught them in a penny arcade, although none of these can give any reason WHY any one SHOULD kid them. On one big town arcade I owned which was a very elaborate establishment and high class looking, I had a soft drink counter almost clear across the front end of the room, and while it was there my

place did almost more business than I could handle. But some one suggested to me that if I took away the counter and made it so one could look in from the street and see all over the room I might have even better business. So I took away my counter and almost at once my business dropped away to almost nothing, and such a thing as a crowd of "high hats" coming in for an hour or so and spending money like they used to, never happened again.

Another thing about the penny arcade is this: Unless you have a location where a great many people pass and even loiter and have a transient business there is not much chance of staying in business very long as it takes a lot of people passing to draw in enough to make an arcade profitable. Unless there are constantly new people passing the time comes when the old ones tire of the place and never come in any more. But in a big city to secure such a place where thousands of people pass it is necessary to pay a high rent, and to have plenty of light, plenty of help and all those things cost lots of money. Then when the arcade begins to lose its popularity and the players begin to tire of it, the high rent and other expenses still continue, and it is my advice to any one that right then is the time to move to some other city or another part of the city, for once the business of a penny arcade drops down, it stays down and never comes back.

One of the biggest assets to an arcade is honest attendants as a dishonest one can wreck you. I had plenty of experience in that line in one of my places where I employed three attendants, all of whom I dressed in specially made uniforms and caps with the name "Automatic Fun Palace" and "Attendant" on their caps. None of these men had keys to any of my machines nor were allowed to open any of them, as none of them were repairmen or knew anything about repairing machines. I attended to that myself. One of these fellows I was confident was stealing from me and I set a number of traps for him and did catch him a number of times, but each time he put up a poor mouth and begged for one more chance and each time I very foolishly gave him another chance. Later on it developed that he had struck up a great friendship with a locksmith in the city, and that he had a great bunch of keys of all kinds. With these keys he was systematically robbing me and my machines. I didn't have the slightest idea he had any key of any kind excepting the one of the front door and the back door as his duty was to open the place at eight in the morning and sweep and mop the floor and then stay on the cashier's desk until one of the other men relieved him at a later hour. I estimate that this dishonest employee robbed me of from \$50 to \$100 a week during the time he was in my employ. I had about 200 machines on the floor and it would have been easy for him to have stolen this much and yet to have taken but a little out of each machine.

Another thing about starting an arcade. It takes a lot of machines and arcade machines cost plenty of money. I had a number of machines that cost me as much as \$250 apiece, many of them \$125 to \$175. It is easy to tie up \$10,000 in an arcade. In one of my places I had an investment of around \$25,000 in ma-

Advance Vending Machines

Made by one of the world's largest manufacturers of vending machines

ESTABLISHED SINCE 1900

Our line consists of over 70 models; too numerous to illustrate in this ad; hence we give below a partial list of purposes for which we make machines or mechanisms.

Amusement
Automobile Accessories
Books
Breath Pellets
Candy
Candy Coated Peanuts
Cigarettes
Cigars
Drinks
Drugs
Electricity
Envelopes
Fortunes
Golf Tees
Gum
Handkerchiefs
Marbles
Matches
Mint Rolls
Novelties
Nuts of Various Kinds
Paper Cups

Pay Toilet Locks
Peanuts
Pencils
Perfume
Pictures
Pies
Playing Cards
Pocket Banks
Post Cards
Raisins
Razor Blades
Sandwiches
Sanitary Napkins
Shoe Polish and Polishes
Shoe Strings
Soap
Tickets
Timing Devices
Toilet Articles
Towels
Tobacco
Tokens (metal)

Write us about your requirements

Advance Machine Company

CHICAGO

4641 Ravenswood Ave.

New York Distributor, ADVANCE VENDING CO., 347 W. 39th St.
Member of Vending Machine Manufacturers' Association of America
Member of Illinois Manufacturers' Association

chines and equipment. And there are probably other arcades in the country that have much more than that invested, as mine were not the largest by any means. In fact, I have visited arcades myself that were much larger than any I owned.

It was also my experience that the foreign element do not "go" for machines to any great extent. I had one arcade in a certain city where I believe that 90 per cent of the population are foreigners. They would flock in like sardines in a can but spend very little money. They wanted to see all they could if it was FREE but when it came to putting a penny in and seeing a machine work, they simply weren't there. It took me just one month to find out that this city was a mighty poor town for a penny arcade, and incidentally it cost me to try this city for four months; just \$2,000 I "went in the red." Actually I had one day when my place took in just one lone nickel, believe it or not, but I can prove that by my wife. Another day I took in just ninety cents, yet there were hundreds of foreigners came in and looked around and walked out. And not on account of not having a real place either, for I had more than a hundred fine machines all beautifully painted in all colors of the rainbow and with fine music, laughing mirrors, and all kinds of things to make people enjoy themselves. I had three punching bags, great big money makers ordinarily among Americans, but they starved to death. I had both an iron claw and a Norwat steam shovel full of prizes of all kinds, and good machines of every description, but nothing seemed to be wonderful enough to make the foreign population of this city jar loose with their money.

Next month I will have a few words to say about some more location owners and abuse of machines on location. Also about choice of locations.

Here's A Way To Create A Better Public Opinion

We present below an article that appeared in the Memphis Evening Appeal, Memphis, Tenn., of April 8. It was through the efforts of Mr. W. M. Lobe, of the Southern Confection Co. of Memphis, that the article appeared. If every manufacturer, jobber and operator that attended the Cleveland convention or the Chicago or New York gatherings would go to their respective papers, ask for the city editor and give him a full and complete story of what the industry is trying to do, they would get a good story.

The editor of the AUTOMATIC WORLD is going to see that such a story appears in the leading Fort Worth paper. If the managing director of the A.M.A. will fashion a good feature article, with a neat drawing, and mail it to every daily paper in the U. S. we will get a lot of good publicity. Get your papers to run a good story about the industry. It will help everybody in the business.

Mr. Lobe writes us as follows:

"We are enclosing you herewith a copy of a news item published by the Memphis Evening Appeal which we thought might be of interest to you and in all probability would create a good impression with the trade.

If you care to, you can use this and we feel it

might suggest cultivating good will by other jobbers for themselves and the industry. The general public gets the impression that the industry is of some value and newspapers are less apt to criticise when they get ads and see there may be a useful purpose for machines of all types.

Yours very truly,
SOUTHERN CONFECTION CO.,
W. M. LOEB.

WML/THC

P.S.: We are enclosing herewith our ad for the April issue of The Automatic World.

Below we present the news article for your approval:

COIN MACHINES NOW IN WIDE USE

Sell All Varieties of Merchandise—Complete Servicing Here

Coin operated automatic machines now perform a multitude of duties and experiments are now being made with automatic equipment to furnish entire stores so that package goods in all shapes or even bulk goods can be vended by dropping the proper coin.

The Southern Confection Company, 294 South Wellington Avenue, Memphis, acts as southern distributors for the more important factories and ship these coin controlled products to some 3000 customers throughout the entire south, as well as to other countries. A complete repair service is maintained for all types of machines. Thousands of parts are carried in stock, even for machines built as long as 20 years ago, as well as for the most recent products which have just come on the market.

Hundreds of men are constantly employed servicing the various types of vending, amusement, musical, weighing and trade stimulating automatic machines, which are distributed among merchants and public places everywhere.

To maintain sales and service has required years of training the right men for their respective places. This was accomplished by A. H. Bechtol who directs the policy of the concern.

Active management of the business is in charge of Walter M. Loeb, a native of Memphis. His assistants are Chris Hienz, M. Moore, R. Moore and Mrs. Cother. Local selling agents are D. W. McGee, C. P. Jones and P. H. Alvis. Service in outside territory is taken care of by D. G. Brown, Missouri; George Neidstine, Illinois; Geo. W. Nelson, Kentucky; H. H. Sullins, B. F. Bogardus and J. T. Addleburg, Tennessee; H. B. Douglas, C. M. Stoples and A. R. Shank, Mississippi; C. H. Brock, Alabama; Gene Bass, Georgia; Fred Harbert, W. H. Robinson and Joe Bechtol, Florida; T. G. Hyslop, Arkansas; H. B. Smithers and John Ostrander, Virginia; T. V. Williams, North Carolina; Roy Jennings, South Carolina; R. H. Webb, Oklahoma; Harry H. Turner, Texas, and Luke Gaither, Louisiana.

These men have their own crews of assistants, located at strategic points so that expert service is available at any point in a few hours' time.

WILL ROGERS SAYS—

"Every state in the Union gambles as much as Nevada does, but they were smart enough to pass a law and get some tax money out of it. If Wall Street paid a tax on every 'game' they run, we would get enough revenue to run the government."

Buy A Marble-O Table

The greatest table value on the market today. For the operator it is worth two of any other make. Money back guarantee if not satisfied in ten days.



SIZE OF TABLE

24 inches wide
42 inches long
34 inches high

Adjustable Legs

ADVANCE COIN SLOT

Plain or Numbered
Balls

F.O.B. Dallas \$75.00

Live fast cushions, High class Billiard cloth, highly polished maple cues, Nickelplated pocket shields, Genuine Walnut top, high class workmanship throughout, cash box accessible from outside. National and Corbin locks.

High Grade Pool Table Supplies, One Day Delivery

5c Advance Coin Mechanisms No. 4, \$4.25; with Veeder register, \$6.25.
36" Highly Polished Maple Cues, 50c; 40" length 60c; all lengths in stock.
Nickelplated Pocket Shields, 10c ea. for corner or side pockets.
Nickelplated Duplex Chalk Grips, 9c each; 90c dozen; \$9.00 gross.
French Imported Cue Tips, 10mm, 11mm, 12mm, (state size) per 100, \$1.00.
Lightning Cue Clamps, 7c ea.; per doz., 70c; per gross, \$7.00.
Dull Nickel Triangle Ball Racks, 1 1/4" Ball, 15c each.
Cue Holders for side of table drilled for counter wire, 15c each.
Steel Balls, 7/8", 6c; 15-16", 7c; 1 1/8", 20c; 1 1/2", 22c.
Colored Counters, per 100, 50c.
Cushion Rubber, all sizes, standard size for small tables, 20c per foot.

Manhattan Club Billiard Chalk, 20c doz.; \$1.90 gross.
Imperial Rubber Back Billiard Cloth, 56" wide per yd., \$4.55.
A Grade Billiard Cloth, 56" wide, per yd. \$4.35.
B Grade Billiard Cloth, 56" wide, per yd. \$3.50.
C Grade Billiard Cloth, 56" wide, per yd., \$2.95.
High Class Numbered or plain colored balls, all sizes, send for samples.
1 1/4" Special Composition plain or numbered balls, 15c each.
1 1/2" Special Composition plain or numbered balls, 17c each.
1 1/4" French Ivory Special Turned for accuracy, 30c each.
1 7-16" French Ivory Special Turned for accuracy, 35c each.
1 9-16" French Ivory Special Turned for accuracy, 37c each.

We ship most orders same day order is received. Deposit to guarantee transportation charges to strangers, on C.O.D. orders. Parts for Mills and Jennings Bells or Venders at half price, give regular catalog numbers or send broken parts. Mills Baseball Fronts, complete with reel strips, \$5.00.

A. Zapp Mfg. Co.

1518 First Ave.

DALLAS, TEXAS

THE AUTOMATIC WORLD

Office 1328 East Richmond Ave.

Fort Worth, Texas

An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

TOM MURRAY.....Editor and Manager

Classified advertising in our Want Ad Section of opportunities costs 30c per line, count eight words to the line. Display advertising rates furnished on request.

Subscription Price.....\$1.00 the year; THREE years, \$2.00

Warning . . .

The Automatic Merchandising Industry is faced with a huge problem, that of unfavorable legislation and unfair taxes. No longer can operators, manufacturers and jobbers of coin-operated machines drift along without giving the situation some due consideration. It has reached a stage of seriousness and the time has arrived for every member of the industry to act.

Local retail organizations have lined themselves up against automatic merchandising and through their powers are doing all they can to have heavy and unreasonable taxes placed upon coin-controlled machines. Michigan, Minnesota, Iowa, Nebraska, Arkansas, Texas, Oklahoma and many other states have and will have taxes so high before long that operators can hardly afford to stay in business, unless something is done and done quick.

Operators do not mind paying a reasonable tax in order to do business, but when an opposition side lines up against them with no other intentions except to force them out of business, it then becomes a different story.

Arkansas has just passed a law taxing every machines from \$2.50 up, and dollars to doughnuts it will be mostly up. Texas laws on taxes are very unfair to operators. As we see it, operators who are upright operators and desirous of doing business in the right way, should receive the same respect and consideration from a state's tax laws as all other business men receive. If a business man sees fit to use a coin-operated mechanical salesman instead of a fleshly one, he should not be taxed upon that salesman any more than every department store should pay a special tax upon every salesman they employ. It is ridiculous the way these states pass laws placing such unreasonable taxes upon an operator's business. Be sure and read our article on "Texas Taxes" which will appear soon.

Well, you ask, what can we do? Here is the best answer we have at this time for you. Every state should have its operators' association, then affiliate with the Automatic Merchandisers Association and tell the managing director of the Automatic Merchandisers Association just what you need in the way of co-operation. The Automatic Merchandisers Association, along with the assistance of the Manufacturers Association, and we trust before long, the jobbers association, could swing into action, extend co-operation to your state association and no doubt could accomplish something. Another way is for the operators of each respective state, association or no association, to lay aside their petty grievances long enough to talk the thing over, pool some funds, se-

cure the services of a good lawyer and fight the devil out of these unreasonable laws.

Here's something else you can past in your hat and read now and then. As public opinion grows in favor of Automatic Merchandising and local merchnts see its advancement, the harder these local men are going to fight to get laws over that will kill you in your tracks. It's time to muster our forces together, meet around the Association table, pool our efforts together and work through some kind of an organization. Remember, Nero fiddled while Rome burned; well, we don't want our growing and promising industry to burn down while we just sit around and fiddle.

Chickens Come Home To Roost

How about it, Brother? How is your rating going to stack up against you? Huh? Will it show you a dependable individual of the industry or will it show you a bad risk? The thing is coming to a show down, the real truth is going to be forced to the surface, we are going to be seen by others as we really are.

This thing of creating a rating on members and firms of the coin-controlled industry should have been done ten years ago, but it's mighty good to know that it is now going to be carried out. Listen, Brother! there's going to be a housecleaning, the chickens are coming home to roost. If you have always done your best to meet your obligations, if you have been honest and fair with your fellow man, you'll welcome this feature of the accomplishments that the A. M. A. intends to carry out. On the other hand, if you have been a "schemer," dishonest, treated your obligations with the shrug of a shoulder, you will not welcome it, and the dog that yells the loudest is the dog that is usually hit. Brother, we are watching for the yells.

Hurrah for the A. M. A. and the quicker you can arrange the rating information the better it will be for all honest operators, jobbers and manufacturers.

Get This Straight

True enough, we have made wonderful strides in the Southwest with our publication, the Automatic World, but at the same time we have made wonderful strides all over the United States. We have a good circulation in every state in the union and also a growing circulation in Canada. Several copies of our journal go to England, Germany, and South America. We are not a sectional paper as some would have you think. Of course, we are looked upon as the leading, and no doubt we are, journal of the Southwest and extreme West, but on the other hand our circulation is NATIONAL.

In the state of New York we have 220 paid subscribers. In Ohio we have 181 paid readers. In Illinois we have over 200 paid readers and every state in America shows up a nice lengthy list of paid subscribers, and these lists are growing every month.

We mention these facts so that you will not be misled by untruthful propaganda.

CONSISTENT

INFORMATION MACHINE

See Guarantee on
next page

ASK YOUR JOBBER

The Sensational Per

INFORMATION

Different!

Fascinating!

Entertaining!

LEGAL,
MECHAN

NO ROUTE COMPLETE WITHOUT
INFORMATION MACHINES

CONSISTENT

This machine is being left in the same locations indefinitely. Changing the rolls of questions and answers results in renewed interest and consistent play. Not since the inception of the coin machine industry has any amusement machine received such widespread INSTANTANEOUS public approval.

How Many Can You Answer?

What people have the astounding number of 330,000,000 gods?

What people get their butter from a sheep's tail?

How many times has Rudy Valee been married?

How many people can the earth hold and support?

Why is it considered unlucky to light three cigarettes from one match?

Why is it considered an insult to be called a "son of a gun"?

Where can you order eggs 100 years old for lunch?

What is older than its mother?

What animal has eyes on the end of its horns?

When is it predicted that our next president will be assassinated?

These and Thousands of Other Interesting
Questions Answered Correctly by
the INFORMATION MACHINE.



SPECIFICATIONS: Height, 16"; width, 10".
Beautiful cabinet. Ornamental aluminum
lettering on gold background.

INFORMATION VENDING MACHINE
DESIGNED BY

Money Getter of 1931!!

INFORMATION MACHINE

**ICALLY
PERFECT**

**Satisfaction Guaranteed
or Money Refunded**

This Consistent Money Maker

Now \$16⁵⁰

F. O. B. Factory

Write for Quantity Prices

Additional Rolls - - - 50c Each

**Order a Sample Machine Today--Put it
in any cigar store, restaurant, drug store or
poolroom--The results will convince you.**



a, 10"; depth, 7". Weight, 9 lbs.
num top piece. Red and black

GUARANTEE

If for any reason whatsoever you do not find the **INFORMATION MACHINE** all that you anticipated you may return the trial machine within five days after delivery. In this case it is understood that the full purchase price will be returned promptly and no questions asked.

INFORMATION VENDING MACHINE CO.

INFORMATION VENDING MACHINE CO.
WINES, IOWA

**REPEAT ORDERS PROVE
ITS SUCCESS**

Would You Give a Penny To Find Out
How Long You Will Live?

Thousands of Interesting Questions
Answered Correctly on the

INFORMATION MACHINE

See Guarantee on preceding page

MR. OPERATOR

If you are looking for a new profitable amusement machine, one that is consistent in its earning power, one that doesn't have to be moved every few weeks, one that keeps its interest alive by a simple change of questions, one that will make you more profits over a period of months than any machine in its price class, then turn back one page and study the merits of the Information Machine.

ASK YOUR JOBBER

The Western Giant

THE GREATEST TABLE VALUE ON THE MARKET

Size, 72 in. long, 35 in. wide, 33 in. high, with 5½ in. square legs.

Price \$49.50

Specially
Designed
Cash Box Holds
\$50.00
in Nickels.

Money Can Not
Be Shook Out
If Table Is
Turned on
Its Top.



Choice
Plain
or
Numbered
Balls.
Advance
Coin
Slot.

Special live rubber cushions. Four forty-two inch extra heavy cues. Perfect round play balls; size 1 7-16 inches; cue ball, 1 3-4 inches. Covered with high grade billiard cloth.

MADE IN EITHER SIX OR EIGHT POCKETS

CHEAT-PROOF—Balls cannot be shook out in any way. Mechanism has double catch, making it impossible to play free games by holding coin slot open. And will handle from ten to thirty balls perfect.

For moving, legs remove and pack inside of table, making the WESTERN GIANT convenient for moving.

Deposit to guarantee transportation required with all orders.

Western Mfg. Co.,

106 Sixth St.

BALLINGER, TEXAS

"Work" Creates Success - - -

By G. E. Norris



G. E. NORRIS

The sweetest words in the English language are "Inclosed find check." Sweet is right, but work, in some way, by some one, caused the inclosed check.

The most contented and happy persons are the ones who like to work, or fish (and if you think fishing is not work, you have never fished). No doubt this is why there are so many discontented and unhappy people today (no work). Work is

as necessary for happiness and longevity as the air we breathe. Children start to work from the time they begin to move their little hands doing something. Older people call it mischief, or cuteness; the older they grow the harder they work. They call it play, but it is nothing more than work. Any child that will not play when young is either sick or lazy and a great many are born lazy. The older they get the more they hate to work. Pay-day is about the only day they like to work, providing it comes on Saturday. They are seldom a success in anything they undertake, owing to the fact it requires too much work, so they never start. After all, work is only play, and no work is hard if not made so by thinking. Whenever you stop work you are getting ready to give the undertaker a job. You can have a place to eat, sleep, have clothes and money, but you will soon tire of loafing unless you are one that was born lazy. No one cares a great deal for a shirker or drone (bees are great workers and kill off the drones because they do not want to feed them through the winter). It takes a lifetime to make a success of any business undertaking but some can do it better than others, because they did not make so many mistakes. We all know success is the outcome of failure.

How many start operating vending machines that make a big success? There is no legitimate business one can get into with as small investment and big profits as the vending machines business.

Twenty-five per cent pays rent, heat, light, clerk hire, etc. Start with a few machines if you have only a small amount of money and the profits will soon buy more. Learn all you can about the business and make up your mind you are going to grow to be a successful operator. You will make mistakes, but they still put erasers on pencils, so you can rub them out and try a new way. It is the man that has a new way to do it better and with less expense that grows and makes a success of his business.

When a new operator starts he has ideas of how he

is going to show the other operators how to do it. When he starts out he makes plenty of money, but in time his business drops off and then he wonders why. Did he work hard? Did he have good machines? Did he keep them clean and full of good fresh merchandise? Was he polite and liked by the people and locations? Did he try out different kinds of machines? Did he try out different kinds of fillers for the different locations? Did he have the machine placed where the public could see it, or back in a dark, dingy corner, or on a counter where someone had placed an overcoat or hat on it? Did he try to vend marbles at a location where the customers were mostly old men who liked to play pinochle?

Well, anyway, if he worked hard and the machines did not make him money, they either didn't have any coin slots so the people could not get their pennies and nickels in them or there were no people there to put money in. Well we know there is something wrong with a man who cannot make money operating vending machines.

Well, I do know there is nothing wrong with the Automatic World, or our good genial friend, Tom Murray. Success is sure to pay him for his hard work and faithfulness he has shown the manufactures and operators of vending machines, and we all want to see him grow bigger each year!

Shoot - A - Ball

Shoot-A-Ball is the newest table game we have to offer you this month. It is manufactured by the Ten-Ball Table Co., Inc., of 601 Soledad Street, San Antonio, Texas. From all indications, this unique game will enjoy a huge run of success. Its baseball features are unusually attractive and demands the attention of everyone.

Four can play the game for 5c and there is real action in evidence at all times. It is said that everywhere these tables are on location, there will you find the crowds.

The table is very attractive and is beyond the slightest question one of the greatest offerings of the day.

To appreciate just what the Shoot-A-Ball Electric Table is, turn to their double page display ad and study their complete message and view the picture of this newest creation.

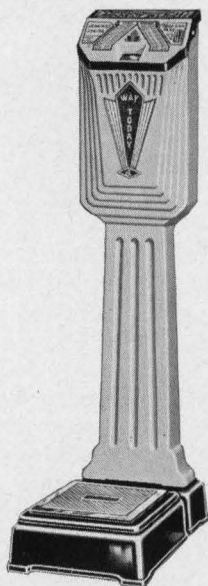
Operators and reliable jobbers should lose no time in connecting with the Ten-Ball Table Co., in regards to this latest money getter.

GOOD WISHES

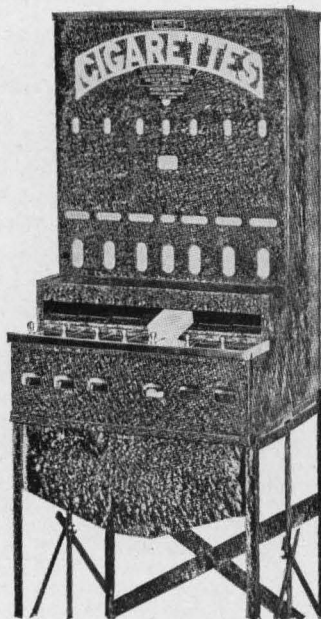
Permit us on this occasion to extend our best wishes and thanks for the courteous treatment we have received at your hands during this first year of your existence.

Yours sincerely,
ADVANCE MACHINE CO.

**Jennings
Junior Scales**



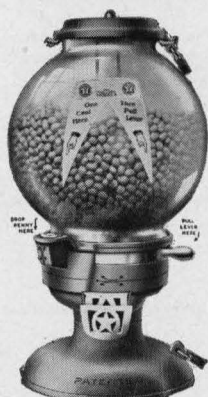
**Accurate
Cigarette Vender**



**Met-L-Kraft
Cigar Vender**



Columbus

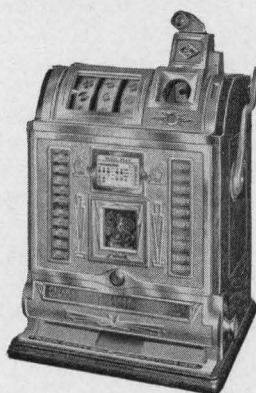


**COLUMBUS
The Reliable
Machines**

**DuGrenier's Automatic
Salesmen**

5c Candy Bar Machine, Selective
Cigarette Machine, Hershey Candy
Machine and others.

**Jennings
Victoria Jack Pot
Mint Vender**



**Coin Operated
Radio**



Business Phone
2-5288

F. C. Ewing Co.

Residence Phone
4-2701

116 East 15th Street

P. O. Box 832

FORT WORTH, TEXAS

The Automatic World One Year \$1.00

A Look Into the Business Future

By F. H. Vogel



F. H. VOGEL

We are certainly glad to hear that you expect to put on a splendid anniversary edition, and we hope that you will be successful in this enterprise. We are confident that this anniversary edition will show to the operators of the country that you are handling their interests to their best advantage, and we feel confident also that they will give you their wholehearted support as you deserve.

It is our opinion that the general business conditions are improving, and we think that during the latter half of this present year, operators will experience very marked improvements in every avenue of their endeavors. The operator who will work hard now will surely reap the benefit later on. We heartily endorse the program of expansion which any operator will sponsor at this time because we feel that when business improves, he will be in shape to take advantage of every increase that is in store for him.

No matter what line of business one is engaged in, it requires constant effort and hard pulling to reach the goal. No one can sit idly in the bow of the boat and expect the oars to drift him into port, or to wait for a better wind to carry him along. While the wind is down or while the depression is on, good honest effort and vigorous application to the oars will carry any one to his destination and with success.

We hope that many good things are in store for the operators in all parts of the country, and it is our sincere hope that everyone will keep working constantly

and intensely to the one end of making things better and better.

We are only sorry that the shortness of time makes it impossible for us to write you at more length concerning our thoughts of the future, and, in conclusion, we wish you a most successful anniversary, and we hope that your good selves as well as all of your clients will have prosperity in the fullest measure at all times.

THE CHICKY MFG. CO. OPENS SOUTHWEST OFFICES

One of the outstanding events taking place in the industry this month, is the opening of office in Dallas, Texas, by the Chicky Mfg. Co., of Grand Rapids, Mich. Mr. O. C. Hall, of Milwaukee, Wis., is in charge of the activities at the Dallas office at present, and is getting everything in shape toward giving the Southwest a service in automatic 5c candy bar vending unheard of before.

The word "Chicky" on 5c candy bar vending machines was the first name ever to appear on such machines vending such a product. They are leaders and not followers. They are demonstrating that fact by their move into the Southwest territory, and no doubt their move will be a successful one.

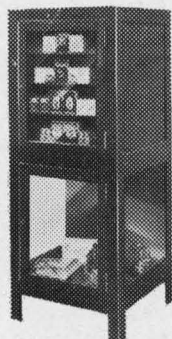
Operators will have access to a large variety of assorted candy bars made under formulas especially adapted for the Southwest climate. Any operator in the South that figures on making himself some real money should make an attempt to connect with the Chicky people. Their machine is a 4-column selective type, holding 64 candy bars, is made of the best steel, not cast iron, in fact, there are no cast iron parts to break. The mechanism is one of the most perfect, is equipped with an almost perfect slug rejector and is attractive in every respect.

The Chicky Mfg. Co. came into the Southwest with over six years' experience in the Automatic Merchandising field; they are a well rated and firmly established company, headed by Mr. L. L. Lane, of Grand Rapids, Mich. Operators and men with business foresight, are fortunate in being given an opportunity to connect with this firm.

At the time this article goes to press, Mr. Hall has not made his entire arrangements and suggests that the boys interested, especially in the Southwest territory, address their inquiries to Box 10, care the Automatic World.

The Automatic World extends a hearty welcome to the Chicky Mfg. Co., and trusts their move into the Southwest proves profitable to themselves and their operators.

THE NEW ARISTOCRAT CABINET



Single Cabinet Front

Order from Your Favorite Distributor:

KEYSTONE NOVELTY & MFG. CO., Philadelphia, Pa.
 PREMIER SALES CORP., Paterson, N. J.
 SOUTHERN CONFECTION CO., Memphis, Tenn.
 VENDING MACHINE CO., Fayetteville, N. C.
 LEMKE SPECIALTY CO., Detroit, Mich.
 LINCOLN NOVELTY CO., Toledo, Ohio
 KEENEY & SONS, Chicago, Ill.

—or any legitimate distributor.



Single Cabinet Rear

ARISTOCRAT CABINETS

A high grade show case in front—your equipment played from the rear. Fits into the most elite of locations. Constructed to stand hard usage.

Your equipment is welcomed when installed in an ARISTOCRAT. Increased play is inevitable—now a preferred location in the highest class store—no need to be satisfied with an out of sight corner. Machine is securely clamped down with heavy steel bars and cannot be removed or molested without breaking into legal merchandise compartment.

Rear panel locks automatically when closed and cannot be opened without the proper key. You may have either a beautiful walnut or mahogany finish.

Single\$32.50

F. O. B. Toledo, Ohio

Double\$39.50

MANUFACTURED BY

Middlekauff & Stone

1948 Clinton St.

P. O. Box 127—Sta. B

TOLEDO, OHIO



JOE CALCUTT

Mr. Joseph Calcutt is the "master mind" of the Vending Machine Co., of Fayetteville, N. C., the South's largest jobber and distributor. Mr. Calcutt has made a wonderful success of his business, and all because he gives attention to detail, handles the best of products and gives a real service to every customer.

Churchill Cabinet Company

The Churchill Cabinet Co., of 2119 Churchill Street, Chicago, Ill., have started an advertising schedule with us. This is one of the first cabinet or woodwork firms to wake up to the business that is to be gained from the Automatic Merchandising Industry. They have been active in serving the industry for several years, but have now decided to make themselves known, to impress the fact upon the industry that cabinets or woodwork by Churchill is the same to the coin machine industry that a Fisher body is to the automobile industry.

No job is too small or too large for the Churchill Cabinet Co., and they solicit your close investigation before you let any contracts for your next cabinet or woodwork. Your machines, enveloped in a Churchill cabinet will stand out with a distinctive personality.

Read their full page ad in this issue, then write for full details on any service you may need along the line they offer.

THE CHICAGO LOCK COMPANY

The Chicago Lock Company are with us this month as a display advertiser. This is one of the largest and most dependable lock firms in the world. Operators will always be happy if they let Chicago Lock Co. serve them along the lock line. Read their ad in this issue.

In our June issue we will present a feature story on the advancement of this outstanding lock firm. Don't miss it.

Lemkes Hold Anniversary Party

An anniversary party and banquet was held at the residence of Mr. and Mrs. Henry Lemke, Detroit, Mich., on May 2, which was attended by all employees of the company, customers and business friends. The event was the twelfth wedding anniversary of Mr. and Mrs. Lemke, and the ninth anniversary of the coin-controlled device industry.

A grand and glorious time was had by all and the fun lasted into the wee early hours of Sunday morning. Entertainment was furnished by a six-piece orchestra, a professional master of ceremonies, and several high class vaudeville acts. Refreshments were by John Barley-corn, old man prohibition took the night off.

We don't know whether it was an anniversary gift or not, but Mr. H. C. Lemke has been seen in a new Hudson 8 town sedan. The new car is completely equipped with radio and etc. In other words, it is a traveling home on wheels. It shows that there is money in the vending machine business.

All told the affair was a real enjoyable one and every one departed wishing the Lemkes many more happy wedding and business anniversaries.

We would also like to state that the Lemke Specialty Co. is making arrangements to take over the state distributorship for the new Health-O-Meter coin electric scale, which seems to be going over very big, due to its attractiveness, it being the smallest coin scale on the market today, as well as the lowest in price.

The Lemke Specialty Co. states that the new slum vending machines are going over very big. In fact, we believe it is one of the best numbers in our business experience, when it comes to merchandise vending machines.

SAMPLE COPIES GO BY-BY



With the June issue of the World we will enter our publication, the Automatic World, as second class matter. All you fellows that have been receiving free copies will ABSOLUTELY be discontinued. If you want to read the World you'll have to remit your dollar for one year's subscription. Our price is now ONE YEAR FOR ONE DOLLAR.

The June issue will be full of good things, ads, feature articles and news events. You can't afford to miss a single copy of the World. Send your subscription NOW! Don't wait, you'll forget. DO IT NOW!

Name
Street or Box
City State.....

Enclosed find \$1.00. Send the World to the above name and address.

KAROM GOLF TABLE CORPORATION ORGANIZED

Thrilling New Game of Skill Promises New and
Amazing Profits to Operators Everywhere

The Karom Golf Table Corp., Pulaski, N. Y., organized to manufacture and sell the New Karom Golf Tables, promises a revelation to operators throughout the country. Watch the Automatic World for advertisements announcing this new game which has been tried and been found a real money-maker.

Karom Golf is a fast and fascinating game of skill which is automatic and requires no attention from the operator. By depositing a nickel the player receives a number of real golf balls which are placed one at a time in a shooting alley along the edge of the playing board. The golf balls are shot out of the alley with a regular pool cue and roll onto the playing surface of the board.

The board has a series of holes in its playing surface. Each hole has a different count indicated on the board. The object of the game is to obtain the highest score. The hazards on the playing surface are provided by pegs and the golf balls are thrown off their course by the pegs, thus making the scoring difficult. Naturally, the desire to obtain a large score makes the playing thrill.

The golf balls are returned to compartments at the playing end of the board and are released for additional play by depositing another nickel.

The officers of the Karom Golf Table Corp. are: Mr. R. W. Stewart, president; Mr. John Simpson, secretary. Address all inquiries to the Karom Golf Table Corp., Pulaski, N. Y.

Mr. Stewart, the president, is a life-long operator and has had much experience with various games, but has found Karom Golf to be the most profitable one in actual operation.

Karom Golf is a game made by an operator for operators.

SANITARY TOILET SEAT COVERS

The need of a sanitary toilet seat cover has been the cry of the public all these years, and now we have the real, dependable product, one that the public is wild about and a deal that an operator can make money with. It is the Hy-G-Toi Sanitary Toilet Seat Cover. Locations for this vending machine are filling stations, tourist camps, hotels, clubs, office buildings, bus stations, parks, steamships, factories, and hundreds of other places. No end to locations.

A practical sanitary toilet seat cover is the most needed convenience from a health and sanitary point of view on the market today. We find that as fast as the public becomes acquainted with this item, there use becomes a habit with them and the sales on Hy-G-Toi Sanitary Toilet Seat Covers is growing by leaps and bounds. We find many of these machines, which have a capacity of 28 packages, are sold out in a day or two. We have found that the traveling public in some instances buy several packages. This is a day of machine merchandising and we believe Hy-G-Toi tops the list in sales. See their display ad in this issue. Kindly mention the Automatic World.

These Machines Work on the Principal that BUSINESS IS SENSITIVE, GOES ONLY WHERE INVITED AND STAYS ONLY WHERE WELL TREATED

Ohio Model No. 1



THE MATES
STRAIGHT PENNY PLAY

Machines are made of cast iron enameled (red).

Mechanism is made of aluminum (non-rustable).

Peanut vendor is adjustable, can be set to vend as much or as little as you like.

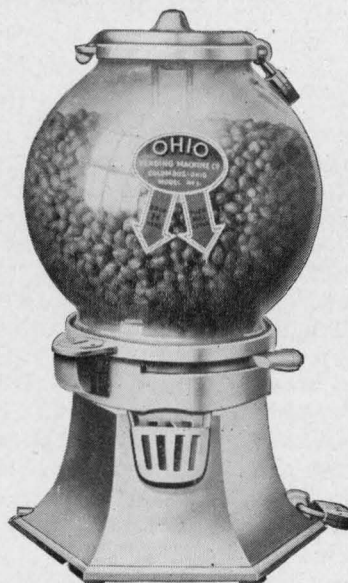
Ball gum vendor, will not clog, miss or arch.

Machines can be taken apart without disturbing the merchandise in the globe.

Wall brackets for machines can be obtained for small additional cost. In the Ohio machines are found high quality, beauty, workmanship and serviceability.

ORDER NOW
(A Test Will Convince)

Ohio Model No. 2



Ohio Vending Machine Co.

715 Gustavus Lane

COLUMBUS, OHIO, U. S. A.

Our "First" Anniversary . .

Well, here we are all bloomed out in our first Anniversary Edition and we trust you are pleased with our efforts. This Anniversary Edition is going to be in evidence each year at this same time and we want you to always look forward to its appearance. Every year we will attempt to make the issue better, and with your loyal support and co-operation we can.

As we look back over the twelve months that have passed since we launched the Automatic World into the field of the coin-controlled device and automatic merchandising industry, we walk through the halls of memory with many pleasant thoughts. These pleasant memories are of the many new friends we have created. We want to take this opportunity to thank you all for your co-operation in every respect.

From the very beginning, we have tried to publish an independent journal, a trade paper that would be fair, open and above-board in all matters, and not allow any act of selfishness to enter in. This, we believe, we have fairly done. We have kept ourselves out of all useless controversies and have been desirous of serving all alike. We have, so far as possible, extended to the Operators Association and the Vending Machine Manufacturers Association, our support and co-operation in their activities and will continue to do so. We have been an asset to the industry, a help to every operator, jobber and manufacturer either directly or indirectly and will continue to be so.

We believe that much good can be done through the right kind of associations and co-operation and we feel it our duty to lend our support to the associations. By this we do not mean to say that the Automatic World is an official publication for any association—IT IS NOT. The Automatic World is for the independent operator, jobber or manufacturer just the same as for the one that is a member of the associations. However, we believe that every operator should lend his or her support to the association and help to carry on the good work that will create better conditions for them and their business.

The industry wanted the Automatic World, they needed it, and they have supported it from the very beginning. Operators all over the country have praised our journal and sent in their subscriptions until today we can turn the pages of our books and point with pride to over 1500 paid readers in twelve months. Such a record, such an achievement, in such a short time is commendable. Jobbers and manufacturers have supported us with their advertising and have in return received reasonable results. Thus, you have our first year's work before you, and now we are launching into our second year's labors and service to you. We want to make our second year greater than the first, we want our accomplishments to be bigger next May than they are now, so we solicit your support and co-operation during the months that are to follow. May we have them, and in return we promise you service, co-operation and results. We thank you!

Tom Murray, Editor and Manager,

The Automatic World.

A Location Owner Speaks

By J. B. MILLER

EDITOR' NOTE.—We herewith present an article by a location owner. We are always talking about the location owners, now let's see what a real honest-to-goodness location owner has to say.

In the very beginning, let me say that I have been doing business with operators of coin-controlled devices and vending machines for twelve years and I believe I have learned a little about them. I have been thrown in contact with all shapes, sizes and kinds of operators and I have really learned to think a lot of these men and women who call themselves "operators." I know of no class of people that call on me whose methods are as fair and square.

I am always anxious to give every machine placed in my drug store an even chance with all other machines. I am always glad to see just what a machine will do. I have always found it more profitable to use machines on a commission basis, letting the operators do the placing of machines in my store, than to purchase machines outright. I never had a machine in my place that hurt my business, on the other hand, I think that good, attractive and well kept machines are a drawing card to my store. I have made some good profits from coin-operated machines during the past twelve years and I expect to always cater to them.

As to the operators themselves, I will say that I do not like for a "shabby" looking operator to come in my place of business. I do not mean that I would not give a fellow that has been a little hard hit a chance, that's not what I mean. I mean a fellow that shows no pride in his clothing, his neatness, etc. Many times there are customers in one's store that patronize the automatic machines, and it makes a bad impression upon them to learn that the owner of the various machines is such a shabby looking fellow. Most operators, however, that call on me are real attractive men and I am always proud to have them in my store. A hard looking operator does not create any confidence for himself from any location owner.

I always give machines left in my place the same attention that I give all my other store equipment. The more attention you give the machine, the more it will pay you. Location owners should learn this one feature, that of giving their attention to the machines left with them. I find the profits realized from machines above that of any goods in my store, considering investments. I think that all owners of locations should be fair in regards to commissions. Deal with the operator just like you would want to be treated if you were the operator. Different kinds of machines govern the commission to some degree.

In conclusion, I beg to state that I think the coin-device industry has a big future, I have enjoyed my part in it up to the present time and look forward to many more pleasant and profitable dealings with operators.

OPPORTUNITIES

Many candy manufacturers of America, are slow in grasping hold of the opportunity the Coin-Operated Machine Industry offers them. It is just another case

of not yet coming to life in regards to a new field that has been opened for their products. Not only are the candy manufacturers neglectful of our growing industry, but there are hundreds of others that are making no effort whatsoever toward securing business from the Automatic Merchandising field.

Of recent date we have noticed that cabinet firms are showing an interest and are arriving at the fact that there is a lot of cabinet work to be used in enveloping all kinds of mechanisms. Equipment and supplies of various kinds are used daily by the industry and we believe it is about time the live-wire firms rubbed the long years of sleep out of their eyes and glance in our direction.

W. C. Steel Ball Company

It is remarkable how the above firm has expanded during the past few months. Starting out with the manufacturing of miniature pool tables, the W. C. Steel Ball Table Co. have reached a point of recognition and are now looked upon as one of the leading manufacturing firms of the industry. They are located at 106-8-10 S. Sylvania Ave., Fort Worth, Texas.

Every month finds them in an expansion program. New and more office room must be had, manufacturing floor space must be increased; in fact, it has been an expanding thought with the firm ever since they started in business.

In this month's issue you will find their offerings on a beautiful two-page message. Their miniature pool tables are beyond question one of the best on the market, mechanical parts perfect and excellent cabinet work.

New Offering

With this issue they offer to operators their new sensational penny getter "Put and Take." This machine is the fastest penny getter ever produced, while in play. Write for their full details and don't forget to mention the World.

INSERTS

We can give you a pleasing service on inserts of any description in the Automatic World. We can arrange your four-page inserts with center spread anywhere in our paper. In other words, we can run four-page inserts with the two inside pages being a two-page spread, in our journal, in any position. It doesn't have to be stitched in center of our journal. Note some of our inserts in this issue. Two-page inserts can be handled very nicely and our charges for this service are reasonable.

You can arrange your inserts for our journal at the same time you arrange them for the Automatic Age. All you have to do is have your printer allow ample white or plain space to increase to our page size. Size of page should be 9 by 12 inches before trimming. Note the insert of the Indian Head Mfg. Co., of Los Angeles, Calif., in this issue. It was arranged for both the Age and the World at the same time and it is a feature attraction. You do not have to go to a lot of extra trouble on your inserts just have the entire batch printed, only have printer allow extra space on your amount for the World.

Write us for more information on inserts, we will gladly furnish the same.

THE AUTOMATIC WORLD.

A - M - A

The Purpose . . .

By S. F. D. MEFFLEY

THIS article is written that you may be reminded of the purposes, ambitions and accomplishments of the Automatic Merchandisers Association. It is an organization comprising manufacturer, jobber, operator and associate members. There is no limit to its scope of activity. Its place is in the forefront of everything that tends to aid the Automatic Machine Industry, and it is always found there. Anything constructive for the industry or directly helpful to the individual members is considered a logical part of its work.

Not the least of the benefits of membership is the comfortable feeling it gives one to know that he is doing his share to help the industry by contributing his mite towards the support of an organization which is working at all times in his behalf. The sterling worth of association members is at all times recognized. There are, indeed, a great many reasons, practical and sentimental, why every individual within the industry should be a member of his trade organization, and not one acceptable excuse for his not joining.

Is a Practical Business Body

It is important that the Automatic Merchandisers Association be regarded as a practical business organization. It operates along constructive business lines. It has no mythical method by which it can solve all the ills or needs of the industry, or no system by which it can settle all of the difficulties of the individual member, but if properly used its influence can result in real benefit.

The Automatic Merchandisers Association is an organization of vital interest to every individual in the industry. Its purpose is to deal intelligently and constructively in every matter within the industry as a whole. It is of just as much importance to the smallest as it is to the largest, for it realizes that no portion of its industry can prosper at the expense of the other. It unites the efforts of the progressive members upon the problems of the entire Automatic Machine industry. It plans for the future. It is a committee of the whole, working for the welfare of business in general.

Stands for Efficiency and Integrity

Every individual should recognize that it is a great thing to be a part of such an organization; to realize that his own strength is individually multiplied by the strength of others who love their work as he does; to feel that the wholesome blood of the industry can be united in common purpose; to know that by frankly looking one another in the face and taking counsel with one another that prejudices will drop away and monumental undertakings will rise and a spirit of service engendered, and to know that with this increasing sense of loyal purpose will come a vastly enhanced individual power of achievement.

It is at all times the aim of Automatic Merchandisers Association to protect and promote the business of those engaged in the Automatic Machine industry; to lend its knowledge and assistance in effecting the enactment of

sound legislation appertaining to our work; to promote public confidence by at all times giving full consideration to public interests and public welfare; to instill principles of justice and honesty in all our business dealings and to establish a constructive bond of fellowship and understanding among the various interests comprising the Automatic Machine fraternity.

Further, it is our effort to maintain the Automatic Machine industry in a prosperous condition; to cleanse it from the scum of parasites and the unreliable; to smooth out the wrinkles that constantly appear; to place before the public an organization in which membership is a guarantee of efficiency and integrity, and to provide a centralized headquarters where all members may meet on a common footing.

The Automatic Merchandisers Association has many functions and responsibilities and its purposes are splendidly explained in the preamble of its constitution, wherein it is stated that "the object of this Association shall be to promote the growth, success and welfare of the lawful coin machine industry in America; to maintain just and equitable treatment among those engaged in the industry."

Membership Is a Privilege

It is an honor to be affiliated with such an organization, and with the support of such men as you, the Automatic Merchandisers Association, with its field of endeavor constantly expanding, will move forward to greater accomplishment and it will continue to be a vital influence for development and progress in our industry.

Service ^A_N^D Quality

Five assorted flavors in each
100 roll box



The Liberty Mint Co., Dept. O

1809 John Street

Cincinnati, Ohio

CHURCHILL CABINETS

ARE TO THE COIN-CONTROLLED MACHINE WHAT
FISHER BODIES
ARE TO THE AUTOMOBILE

WANT TO TRADE

10 Miniature Pool Tables. Steel Balls, used less than 30 days; perfect condition. Will trade for good, steady penny machines. No junk considered. Write quick as this won't last. F. T. Hawkins, 416 Dorothy Lane, Fort Worth, Texas.

READ THIS—SAVE MONEY!

Mints, per case	\$6.50
5 case lots	\$6.25
10 case lots	\$6.00
25 case lots	\$5.75

Fresh stock, assorted flavors, highest quality; 1000 rolls per case. F.O.B. Kansas City, Mo. Save high freight rates.

Miniature Pool Tables

We manufacture Miniature Pool Tables. Small size, 25 in. wide, 45 in. long, \$35.00 complete. Large size 29 in. wide, 52 in. long, \$45 complete. We use Advance coin slots; 1½-inch composition balls, either numbered or plain, and live rubber, for cushion. Order from this ad. Pay cash—save money.

B. & M. SALES COMPANY

2763 W. 17th St. OKLAHOMA CITY, OKLA.

SUPPLIES

We carry full line of miniature pool table supplies, cues, regulation billiard cues, lathe turned balls, cloth—in fact every article needed for your tables.

W. C. STEEL BALL TABLE CO.
110 S. Sylvania Ave., Fort Worth, Texas.

FOR SALE

10 Duck Machines, metal case, motor-driven, used only two weeks. \$30 each, lot \$250. One-third with order, balance c.O.D.

F. C. EWING CO., P. O. Box 832, Fort Worth, Texas.

SLUG EVIL

Through the active co-operation of two associations, the Automatic Merchandisers Association and the Allied Rubber Stamp Manufacturers Association, definite action is about to be taken for the elimination of the slug evil.

We understand the members of the Allied Rubber Stamp Manufacturers Association produce approximately 85 per cent of all tokens and slugs. When it was brought to their attention by the Automatic Merchandisers Association that the slug evil was costing the vending industry millions of dollars their board immediately took action as they have no desire to be parties to such a fraud.

A committee of three was appointed by their Association to confer with similar representatives from the

Automatic Merchandisers Association and Mr. S. F. D. Meffley, managing director, has been invited to give an address before their members at their annual convention to be held in June at Buffalo, N. Y.

It is proposed that the basis of negotiations be the following resolutions:

WHEREAS, the Automatic Merchandisers Association has brought to the attention of the Allied Rubber Stamp Manufacturers Association that certain size tokens and slugs are used for the purpose of defrauding members of their industry of millions of dollars, and

WHEREAS, the members of the Allied Rubber Stamp Manufacturers Association have no desire to be a party to such fraud,

THEREFORE, BE IT RESOLVED that the undersigned, active members of the Allied Ruber Stamp Manufacturers Association, cease production on and after date of such tokens and slugs, using the following data as a basis:

Denomination	Diameter	Under	Over
1c	7.50	.740	.760
5c	.838	.828	.848
10c	.703	.693	.713
25c	.952	.937	.967
50c	1.188	1.168	1.208

All tokens and slugs produced in size within .010 of 1c, 5c, 10c, U. S. currency actual diameter must carry not less than a 5-16 round hole at exact center. Those within .015 of an inch of the actual diameter of a 25c piece and all tokens and slugs within .020 of a 50c piece must carry not less than a 5-16 round hole at exact center.

All tokens and slugs without 5-16 round hole at exact center must be .010 to .020, plus or minus, larger or smaller, over or under, U. S. currency ranging in 1c, 5c, 10c, 25c and 50c pieces.

We understand the above to be a preliminary statement covering negotiations now being carried on and the Automatic Merchandisers Association will welcome constructive criticism.

WARNING

Several months before the organization of the Automatic Merchandisers Association certain interests in Lincoln, Neb., initiated the following ordinance in the City Council:

"Be it ordained by the City Council of the city of Lincoln, Neb.:

"Section 1. That the owner or user of any automatic merchandise vending machine operated by the insertion of coins shall pay an annual occupation tax thereon, such occupation tax to be based upon the price of the merchandise sold through such machine. If the merchandise sold through such machine shall be priced at one cent (1c) per unit, the occupation tax on the machine shall be ten dollars (\$10.00) per annum, and for each additional cent per unit price of merchandise sold through such machine, the occupation tax shall be increased ten dollars (\$10.00) per annum."

Through the efforts of one lone operator at a personal expense to him of \$100.00 the ordinance was defeated in the council.

Working under the initiative and referendum the opposition secured the signatures of 3,000 voters on a petition to place this matter before the people at election held Tuesday, May 5, 1931. Full page ads were run in

the daily press which in themselves were misleading as you will note from the following copy:

"**LOWER YOUR TAXES!** Vote for the proposed tax on slot and vending machines that are owned and operated by outside interests.

"Funds derived from this tax will go to Lincoln's general fund, which means lower taxes to you.

"**DO YOU KNOW**—That cigarette vending machines will furnish cigarettes to any child old enough to place a coin in the proper slot?

"3000 citizens of Lincoln signed a petition for this ordinance.

"**VOTE FOR THE ORDINANCE—LOWER YOUR TAXES.**" (This ad sponsored by Lincoln merchants).

Just a few days before election the matter was brought to the attention of the Automatic Merchandisers Association whose managing director immediately left for Lincoln to see what could be done to counteract this confiscatory tax legislation.

Unable to locate distributors or operators in the community, a number of manufacturers whose machines were found in Lincoln were appealed to for funds to finance opposition to such taxation. The Automatic Canteen Co., having but 5 per cent of the candy machines in the territory, responded with 75 per cent of the total fund raised which was less than 10 per cent of the amount spent by those who favored such taxation.

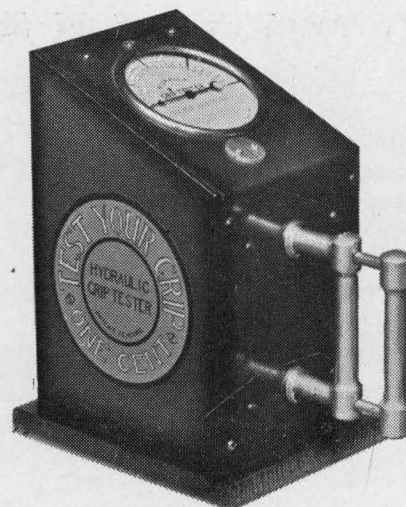
In the limited time of a few days a ward and precinct organization was built up, men employed to place the true story in the hands of every voter, advertisements were run in the newspapers but complete returns of the vote show 8,370 for the ordinance and a vote of 5,433 against the ordinance.

Quoting our counsel: "I attribute our defeat mainly to the large amount of newspaper advertising proponents of the ordinance did in the last few days. Because of lack of funds these advertisements could not be adequately answered. Our defeat was also partly caused through the fact that the W. C. T. U. worked as an organization for the passage of the proposed ordinance, strictly on the basis that it would tend to make it more difficult for minors to secure cigarettes."

Our counsel further states that: "This ordinance can be knocked out in the courts on a confiscatory basis. However, this is out of the question in my opinion unless the larger automatic machine manufacturers combine, co-operate and put up a determined fight to have the ordinance declared unconstitutional. It is entirely out of the question for the operators to bear the expense."

Confirming lack of organization and understanding on the part of the industry our counsel further states: "Personally, I, of course, regret very keenly the failure to prevent the enacting of this ordinance, but I know of nothing we could have done with the funds that were available for our use. It would, of course, have helped if we had started much earlier with a larger fund on a general campaign of education as to the effect of the passage of this ordinance."

The opposition in this particular case were candy manufacturers and nothing is to prevent the same action being taken in any and every territory throughout the country unless operators wake up to the fact that individually they can do nothing against such legislation nor are they usually in a position to raise a sufficient amount of finance in a co-operative way. On the other



The New Hydraulic

GETS THE PENNIES

Money Back in Ten Days If Not Satisfied.

SAMPLE \$12.50

Weighs only 13 pounds.

MANUFACTURED BY

P. H. KENNEDY

WRIGHT CITY, MO.

Mention the Automatic World When You Write

hand manufacturers must waken to the fact that such confiscatory legislation once enacted in the principal centers throughout the United States will materially cut down their production program and limit profits. Matters of this nature are not the responsibility of any particular individual but of all and through the means of the Automatic Merchandisers Association, manufacturers, jobbers and operators should co-operate and work together to better protect their business against the onslaught of other industries.

Steps are now being taken by the enforcement officers to either collect this confiscatory tax or remove all machines from the territory.

Unless definite, quick co-operation is secured similar action may be expected in other territories at an early date.

NEW ADDRESS

The Automatic Merchandisers Association announces the establishment of new and permanent headquarters in Suite 922, Engineering building, 205 West Wacker Drive, Chicago, Ill.

"While you are asking the question, "What has the Association done that has helped me?" ask yourself the question, "What have I done to help the Association?"

Watch your commissions. Don't pay too much commission.

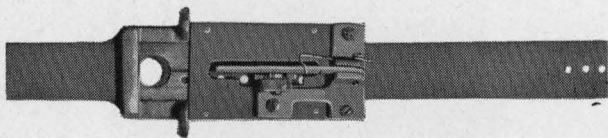
THE STAR WHEEL COIN SLOT

The Star Wheel Coin Slot has been designed to work on most any Coin Operated Machine (merchandise or amusement) and can be made for most any size coin.

REJECTS SLOT MACHINE TOKENS

Takes pennies or other coins into box without releasing plunger, almost impossible to operate with Brass Solid Slugs.

SIMPLY PERFECT—PERFECTLY SIMPLE



—WRITE FOR QUANTITY PRICES

SPEAKS FOR ITSELF

Made in various sizes to meet your requirements. Its simplicity of arrangement assures long, trouble-free life. Every manufacturer of coin operated machines knows what the above statement means.

Give Us Your Requirements

W. C. Steel Ball Table Company

110 South Sylvania Ave.

Fort Worth, Texas

**Salted Spanish Peanuts
Sugar Roasted Peanuts
Salted Jumbo Peanuts
All kinds of salted nuts**

Full Line Nutmeats. Get Our Price List
and Samples

Becker Food Products Co., Inc.

**Nut Specialists
HOBOKEN, N. J.**

Mention the Automatic World When You Write

INDIAN HEAD MFG. CO.

No doubt you have already been attracted by the beautiful four-page display ad of the Indian Head Mfg. Co., of Los Angeles, Calif., which appears in this issue. This firm is now one of the best rated concerns in the country manufacturing coin-operated devices.

Their offerings consist of the "Chief," penny or nickel play amusement machine, the Golden State Peanut Vender, the Indoor Jr. Striker and the famous Indoor

Striker. Every machine is a proven money-maker and lasting. Jobbers should get lined up with this firm and operators should write for all information and prices at once.

The Indian Head Mfg. Co. are to be commended upon their advanced activities in the industry, and no doubt, their "Voice of the West" will be answered with much profitable business.

If you have not yet made a study of their ad, do so right now. Mention the Automatic World when you write to them.

THE HOME BILLIARDETTE TABLE COMPANY

One of the most exclusive miniature pool tables is now being offered by the Home Billiardette Table Co., of 2119 Churchill Street, Chicago, Ill. Their table is gorgeous in appearance, outstanding in construction and all mechanical parts is beyond the smallest fault. In fact the complete table is an accomplishment unheard of before. The woodwork is so attractive that one's attention is drawn to it like magic.

Operators and reliable jobbers should get in quick touch with this firm. Turn to their double page ad in this issue and study their message fully. Mention the World when you write to them.

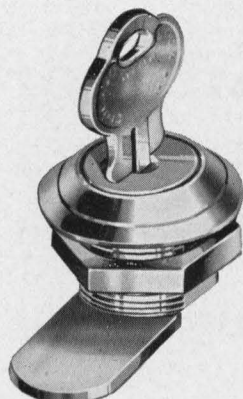
JOHN GOODBODY

With this our first anniversary issue of the Automatic World, it would not be fair and right if we failed to pay our respects, through this little article, to our good friend and pal, John Goodbody. John has been with us as a feature writer since our very first issue, with the exception of two issues. He has always furnished our readers with some good food for thought and we expect to have John with us for a long time to come.

After the appearance of a few of Mr. Goodbody's articles in our publication, the Automatic World, other relative publishers coveted his services and made him offers. Just to show how John deals with his friends and customers, he refused any and all of these offers until he gained our consent. In fact he said: "If you say 'No,' no it shall be." But we did not want to be selfish in the matter but told him to go right ahead. We felt that if he had something good for our operators, and he could reach them all by writing for another journal, we wanted the operators to be served.

John Goodbody is a clean man and a square-shooting jobber of Rochester, N. Y. He recently moved into larger quarters at 1824-1826 East Main Street, and invites all men of the industry to call upon him when in Rochester. We doubt if there are many jobbers in America today that are better known than Goodbody.

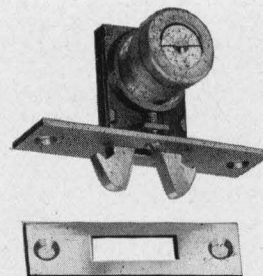
We are proud of the fact that we have obtained his friendship and that we can point to him as one of our feature writers. He has stuck with us, encouraged us when the clouds hung heavy and dark. His kind letters have many times caused us to rise with a renewed determination to carry on. Tears dim our eyes as we write these few lines commending John Goodbody. What we have said about him comes from the heart of our soul, and we mean what we say.



No. 2234—Actual Size

Chicago Lock Co.

Users of Chicago Locks find the keys do not break when operating lock. You will appreciate the added strength in our key over other types.



No. X-890-A—One-half actual size. Designed for pool tables.

The Chicago Lock is patented and constructed on a different principle than others—spring-operated tumblers when locked and positive key operated when unlocked.

Chicago Locks are made for all types of vending machines and coin-operated devices of every description, having all-brass bodies, nickel silver tumblers and keys.

Thousands and thousands of our locks day and night are protecting automobiles, oil pumps and scales, as well as the cash and merchandise on many thousands of vending machines.

We will gladly give you our help in designing a special lock for your device. Send us blue print or sample of lock you are now using. We can be of service to you.

CHICAGO LOCK COMPANY

2024 North Racine Ave.

CHICAGO, ILL.

GET SET, PEO IS GOING TO START SOMETHING

Operators, jobbers and others of the industry are standing wild-eyed, wondering what this new Peo machine is going to be. They know that Peo Manufacturing Corp. can be depended upon to produce "winners." They are ready for another money maker by Peo.

In this issue, the Peo Manufacturing Corp., of Rochester, N. Y., announce the coming of this new and money making machine. Operators are advised to write a card, asking them to place their name on their list for first mailings of complete and full information. Just send them your name and address. A postal card will do and you will be all set for the grand rush for more money during 1931.

LADY OPERATORS

The industry should be proud of its "lady operators." We need more of them and we trust more ladies see fit to become leading operators of our industry. Miss Anne Cohn, a successful operator of Milwaukee, Wis., is the latest addition to our list of lady operators who read the Automatic World. We welcome her. Listen, you lady operators! If you want a special department in our paper for lady operators, we will gladly give it to you. You women can talk things over in your own way. Shall we start it with the June issue? Let us hear from you.

AN EARLY CRIMINAL

Sixty-one years ago an editorial was published in an influential Boston newspaper which said:

"A man about 46 years of age, giving the name of Joshua Coppersmith, has been arrested in New York for attempting to extort funds from ignorant and superstitious people by exhibiting a device which he says will convey the human voice any distance over metallic wires so that it will be heard by the listener at the other end.

"He calls the instrument a telephone which is obviously intended to imitate the word telegraph and win the confidence of those who know the success of the latter instrument without understanding the principles on which it is based.

"Well-informed people know that it is impossible to transmit the human voice over wires as may be done with dots and dashes and signals of the Morse code, and that, were it possible to do so, the thing would be of no practical value.

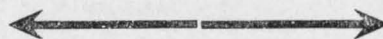
"The authorities who apprehended this criminal are to be congratulated, and it is hoped that his punishment will be prompt and fitting, that it may serve as an example to other unconscientious schemers who enrich themselves at the expense of their fellow creatures."

REMEMBER—THE AUTOMATIC WORLD IS THE OUTSTANDING NATIONAL MAGAZINE OF THE VENDING MACHINE INDUSTRY.



JOHN GOODBODY

Question and Answer Department



EDITED BY

John Goodbody

MAIL ALL QUESTIONS TO

Automatic World, Fort Worth, Texas

HELLO, Boys of the Operating Game! Do you realize how time flies? And do you realize that this is the great turning point of the Automatic world? Just one year old this month; and what a year! Never before has a magazine come out of the clear sky the way the "World" did, and be received with such open arms. I know that every one of you are grateful to Tom Murray and feel that you have received your dollar's worth for the past year. The future of the Automatic World is made, subscriptions are coming in fast, and the manufacturers who at first said it could not be done are now coming along and asking for preferred space for their advertising. Watch this paper during the next year and get the biggest bunch of good reading matter that you have ever received, and every word of it is of interest to operators. I am sure that Tom Murray thanks you for your splendid support, and I am going to thank you all for the splendid letters that you sent to me in the past. This department was suggested for your benefit, and it went over with a bang right from the very start, and with the coming issues you will find some of the best posted men in the game writing articles for you to help some of you beginners over the rough spots. When us old-timers first started in this game, we had no one to help us, we had many a hard battle that you youngsters know nothing about. When we first started we did not simply take a machine in and sell the idea to the storekeeper, we had to work hard to get our locations, and work harder to keep them. Some of these days I am going to get all the old timers together and have them write of their experiences and publish it in a book and sell it to you beginners. I am sure that it would have a great sale, the only thing is, you would not believe half that you read in it anyway. Be that as it may, we are off the beaten path again; we started out to extend to Tom Murray and his loyal assistants our very best congratulations and hope that this paper will be still going strong when your grandchildren are operating machines by radio.

—o—

Now let's see what questions we have for this month. I know that you want to get going on this subject.

—o—

H. G. C. of Oklahoma writes direct to the Automatic World and says that he would like me to give the history

of the beginning and advancement of the coin-controlled industry to date.

You sure are asking a mouthful there, old man. I simply can't do it. I have seen this attempted once or twice, but no one has ever gone back to the beginning of this business. I know personally that there are vending machines standing on the railroad platform in England and other countries that are so old that no one knows who made them or anything about them. Still they are working, and deliver a bar of chocolate, a cigarette, a dash of perfume, or a fortune card. There are a lot of good machines to be found over there that should be developed in this country. I remember one small counter machine that had two little boats in the machine; these boats actually floated on real water, you played with two players, each putting a penny in the machine, and the boat that came in first the player got his penny back. This penny back feature was a strong inducement to any one playing these machines, and the first football machines were made to play this way. I have often wondered why the makers of the football machines in this country did not carry out this idea, and have the machine play with two nickels, the winner getting his nickel returned to him. I would take up too much space to go into this business in detail and some day someone will write a nice article each week or month on this business and publish it for you, then you can gather all these together and there you are. I might state, though, that in my estimation the machines of today are not built so strong as they used to be, but at the same time they are not so clumsy either, so it all figures up about even.

—o—

Don't you think it would be a good idea to open all conventions with prayer? The business sessions, I mean. —T. R., Texas.

Yes, I think it would be a good idea; and I think also that it would be a good idea to repair your machines with prayer, and empty a machine full of slugs with a prayer. It is always a good thing to pray at all times. The question arises, Can an operator be an operator and still be a Christian? YOU answer that one for me, will you? Let's start something.

—o—

Here is an interesting letter that I have received, and I am going to publish it for your benefit. I simply want to point out what a fellow can do in this business

HERE AT LAST

WHAT THE PUBLIC IS DEMANDING

HY-G-TOI SANITARY TOILET SEAT COVERS

Patent Applied for—Copyrighted

This cover protects and does away with all danger of a public toilet seat. You would not think of using the same drinking cup, towel, soap or napkin used by the public, but the use of a public toilet seat is far more personal and should not, under any condition, be used without a Hy-G-Toi Seat Cover.

Some of Your Prospects:

FILLING STATIONS
ROAD HOUSES
TOURIST CAMPS
BARBECUE STANDS
REST ROOMS
HOTELS
CLUBS

OFFICE BUILDINGS

HOSPITALS

SANITARIUMS

SUBWAY STATIONS

ELEVATED STATIONS

RAILROAD STATIONS

BUS STATIONS

RECREATION CENTERS

AMUSEMENT PARKS

PAVILIONS

SUMMER RESORTS

PARKS

GARAGES

STEAMSHIPS

AVIATION FIELDS

FACTORIES

Size $8\frac{3}{4}'' \times 4\frac{1}{2}'' \times 33''$. Capacity 28 packages. Vends a carton of 10 Seat Covers for 10 cents.

Cash In On This Most Needed Sanitary Device!

Prices on Machines

Sample Machines	\$16.00
10 Machines, each	15.00
25 Machines, each	14.00
50 Machines, each	13.50
100 Machines, each	13.00

Prices on Seat Covers

10 Seat Covers in carton for vending in our special machine.	
Per gross cartons	\$7.20
Retail price per carton	.10

Terms F.O.B. Chicago. One-third with order, balance C.O.D.

HY-G-TOI CORP.

192 North Clark Street

Chicago, Ill.

if he has the "guts" and that's about all that is really necessary, after all, in any business. Read this and think it over carefully. "Two years ago, after just getting married I took my \$75.00 and good credit, signed a lease on a tumbled down building just one mile from the city limits of Portland, Ore. I then established credit at a nearby planing mill, where I bought five gallons of grey paint, 200 feet of lineal No. 2 green, 1000 feet of $1\frac{1}{4}$ inch dowlings and a lot of odds and ends. With a hell of a lot of energy and work (18 hours a day), I converted this old building into a burlesque of a country jail in ten days. I then went down to an old arcade man and sold him the idea of letting me have about 25 or 30 arcade and amusement machines (which he had in storage) on time, with nothing down. Mr. Longbottom, for that was his name, sized me up, decided that I was a good bet and also figuring that he would be saving on his storage bill and at the same time get his machines polished up in good shape even if I did fail to pay for them. I then set these machines up in my new place of business, which, by the way, I named the 'Hoozgow.'

"I then picked up an old Ford which was previously an old Fleischmann's yeast delivery, whitewashed it and hung a few pairs of old handcuffs ranging from the top and called this the 'Hoozgow Patrol.'

"The stage was now all set, the thing was 'on with the customers.' Oh, boy, but HOW? After a few announcements over a radio station THEY CAME, and the funny part of it was, the crowd started at 7 p. m. and stayed till 4 a. m. the next morning. Here's how I worked it after they arrived. A party of four drives into the lot, they were greeted by the chief warden of the 'Hooz-

gow,' all dressed up in his brass buttons. They were brought to a cell and made to sit on barrels and benches as the case may be. They were then presented with a menu consisting of a food listing such as 'Iron Pillow,' which was hot tamales, 'Three Bunks' (three-deck sandwich), and many other light dishes. The order was given to a good-looking waitress dressed in convict striped suits with a large number on her back. After eating, they were told that they were trustees and had the freedom of the jail. The parties then wandered around to do things and the only things there were to do was to play the various machines that were around and which were constantly staring them in the face. If they decided to remain in the cell, a small Mills Wizard Fortune Teller is placed on their table to play with. They are carefully watched, and as soon as this novelty wore off, it would vanish and another machine miraculously took its place. I could go on describing this place forever, and you can rest assured that there were plenty of good gags hung around the place at all times, for instance there was a pair of heavy sledge hammers hung over a door, and these were labeled 'Hoozgow Golf Clubs.'

—O—

Now I have published this letter just as it came to me, and it struck me as being an object lesson for some of you fellows who are hollering hard times. Here was an operator, just married, had \$75.00 to his name, plenty of nerve and an idea, and put it across. Needless to say that this same man is one of the largest operators in that part of the country today. THINK IT OVER. You can't be lazy and be a successful operator. And you noticed that he states that even if he was not able to

pay for the machines, they would at least be CLEANED UP and POLISHED. That alone was the starting of this man's success, and that is what I have been yelling at you from the housetops for months, CLEAN UP YOUR MACHINES!

—o—

I am glad to note that my little talks to you about commissions to be paid on machines are taking effect. I have had several letters from operators telling me that there are operators in their locations that are offering 50 per cent. To these letters I reply that there is only one thing to do: let the fellow who is offering 50 per cent continue to offer this amount, and it will only be a matter of a few months before you are buying a lot of machines off of him at a very cheap price. He cannot continue to stay in business, and that's a fact.

—o—

Another proof that the Automatic World is well read, and covers the ground entirely is the number of letters that have come in, either enclosing samples of slugs, or telling me where these slugs are being advertised. I have traced all these down, and it won't be long now before all magazines that are legitimate will refuse to advertise these things and that will put them out of business quicker than anything that I know.

—o—

I had the pleasure of going through the Pulver Gum Factory the other day, and want to state right here that this place is as clean as a hospital. There were rows and rows of girls all busy wrapping gum, and they were spotless. The Pulver Company is coming out with a new machine very soon, and it looks like a winner. Mr. Burns kindly went through the whole story with me, and I think that this company will have something good to offer the operator before very long.

—o—

Glad to hear from all you boys, and you can't swamp us at this end with either mail or orders, although you have tried mighty hard. Let's hear from you all, and my parting shot this month is "Lend money to a friend, and you lose both."

OUR CHICAGO ADVERTISING REPRESENTATIVE

Our Chicago advertising representative is the Franklin E. Wales & Co., 140 South Dearborn Street, Phone Randolph 1843. Mr. Frank Wales will be glad to call on any Chicago firm and talk over our advertising plans. In fact, he will be calling upon you right away and we will appreciate any favors you might extend to him and his company.

Mr. Wales will give all our Chicago advertisers a real close personal service that no doubt will be enjoyed.

THE AUTOMATIC WORLD IS A LEADER, NOT A FOLLOWER. THE NATION'S HIGHEST CLASS NATIONAL JOURNAL COVERING THE COIN-CONTROLLED MACHINE FIELD.

The New York Show

The New York gathering and exhibition of the Vending Machine Manufacturers Association of America, held at the Hotel New Yorker, April 6-7-8, was one of the best shows ever experienced by the Association. Exhibitors expressed entire satisfaction and the Association proclaimed the event a huge success.

List of Exhibitors

Advance Machine Co., Chicago, Booths No. 1 and 2, A. E. Gebert in charge, assisted by H. B. Jones and Helen Smith.

Ford Vending Machine Corp., Booth No. 3 in charge of R. C. Brock, Lockport, N. Y.

Electrojector Inc., New York City, Sam Schiffer in charge, assisted by Geo. W. Goman, Booth No. 4.

B. Madorsky, Brooklyn N. Y., B. Madorsky in charge assisted by Mr. Lipshitz, Booth No. 5.

Billboard, Cincinnati, O., Booth No. 6, in charge of Mr. George Williams.

Filmascope Mfg. Corp., Chicago, Ill., Booth No. 7, in charge of V. E. Weast.

Buddy Sales Corp., Brooklyn N. Y., Booth No. 8, in charge of B. H. Weinberg, assisted by H. Budin.

The Caille Bros. Co., Detroit, Mich., Booth No. 9, in charge of H. E. Knupp.

Vend-U Products Co., Rochester, N. Y., Booth No. 10, in charge of Irl LaGrange.

Peo Mfg. Corp., Rochester, N. Y., Booth No. 11, in charge of Howard J. Peo.

National Automatic Machines Co., St. Paul, Minn., Booth No. 12, in charge of Ralph H. Johansen.

David A. McCowan, Toronto, Can., Booth, No. 13, in charge of David A. McCowan.

National Sales Machine Co., St. Louis, Mo., Booths No. 14, 15, 16, in charge of John F. Moran.

Reliable Peanut Co., Inc., New York City, Booth No. 17, in charge of George Kimball.

Corbin Cabinet Lock Co., New Britain, Conn., Booth No. 18, in charge of C. S. Bradley.

Supreme Vending Machine Co., Brooklyn, N. Y., Booth No. 19, in charge of W. Blatt.

Arthur H. DuGrenier, Inc., Haverhill, Mass., Booth No. 20, in charge of Arthur DuGrenier, assisted by Miss Blanchard.

Standard Brand Automatic Sales Co., New York City, Booth No. 21, in charge of J. R. Nelson.

Lilliput Mfg. Co., New York City, Booth No. 22, in charge of Felix Seiffert, assisted by Mrs. Seiffert.

D. Robbins & Co., Brooklyn, N. Y., Booth No. 23, in charge of D. Robbins.

Universal Handkerchief Mfg. Co., New York City, Booth No. 24, in charge of H. J. Stupell.

C. D. Fairchild, Inc., Syracuse, N. Y., Booth No. 25, in charge of C. D. Fairchild.

Columbia Scale Co., New York City, Booth No. 26, in charge of Mr. Firestone.

Automatic World, Fort Worth, Texas, Booth No. 27, Mr. Kapelson in charge, with two assistants.

Buckeye Scale Co., Warren, O., Booth No. 28.

Automatic Age, Chicago, Ill., Booth No. 29, in charge of Wm. Guesh.

Flatbush Gum Co., Brooklyn, N. Y., Booth No. 30, in charge of Mr. Lobell.

This Space

Is Reserved for the New

Clark Model

MACHINE

Which will soon be placed on the market by the

Pulver Co., Inc.

OF ROCHESTER, N. Y.

Genco Inc., Chicago, Ill., Booth No. 31, in charge of Louie Meyers.

Port-A-Bowl Corp., New York City, Booth No. 32, in charge of Richard F. Dahlhaus.

Wolf's Automatic Sales, New York City, Booth No. 33, in charge of Louis E. Wolf.

International Mutoscope Reel Co., New York City, Booths No. 34-35, in charge of Wm. Rabkin, assisted by Miss Baron.

Hudson Weighing Scale Co., Jersey City, N. J., Booth No. 36, in charge of Mr. Jacobs, assisted by Mr. Parnes.

Coinomatic Corp., Buffalo, N. Y., Booth No. 37 in charge of Mr. Claver.

D. ROBBINS & COMPANY REPORT BIG GROWTH

The D. Robbins & Co., of 28 W. Dodworth St., Brooklyn, N. Y., in an exclusive letter to the Automatic World report that their business during 1930 and up to the present time has almost doubled. The D. Robbins & Co. are not afraid to advertise their offerings, and during the past 18 months, when most firms were killing their advertising entirely or cutting it down to the lowest minimum, this firm kept up their full quota of advertising and even increased it. Now they are forced to move into larger quarters. Their business has grown during the period of so-called depression until an expansion program is absolutely necessary.

Read Mr. D. Robbins' letter just as it came to us, then write for their full information on their wonder money-makers.

The Automatic World,
1345 E. Richmond Ave.,
Fort Worth, Texas.

Gentlemen:

We enclose copy of our full page advertisement for the May issue.

Enclosed, you will find an electro of the Master Toy and Confection Vender. You have the other two electros.

While this advertisement will have our old address as above, you might mention as publicity "that on June 1st, we will move into larger quarters at 1141 DeKalb Avenue, Brooklyn."

Our moving is made necessary due to our ever-increasing business. During 1930, which was supposed to be a bad year for business, our sales almost doubled. This was no doubt due to the fact that our Miniature Golf Ball Gum Vender and Indoor Striker have proven *to be the best money-makers ever offered to operators.*

We are introducing in this issue the Master machine, equipped with our new (Pat. Pend.) toy vending attachment. This attachment is a clever device that allows the vending of toys together with different confections. It will vend larger toys than any other attachment now on the market.

The Master machine, equipped with our toy vending attachment, is a most remarkable money getter. This machine does 5 times more business than an ordinary peanut vender. Kiddies actually stand in line to play this machine which offers them various toys in addition to our high grade confections. Many Masters empty 2 and 3 times weekly. Each emptying means a clear profit of \$2.00 for the operator.

Yours very truly,

D. ROBBINS & CO.

... and the Greatest of These Is "Quality"

By Nathaniel Leverone

One of America's keenest merchandisers once said, "A quality article has everything in its favor, including the price." As this statement was made several years ago, you may be sure that the gentleman in question had no connection with "automatic" merchandising, for no business has so consistently ignored the value, nay, the absolute necessity, of quality, as has the automatic field.

Quality is the strongest backing any salesman can have, and this is particularly true of the mechanical salesman. The coin operated machine has no glib tongue to sell persuasively an unknown article. The merchandise must speak for itself with the strong, silent voice of unquestioned quality.

And this quality must go beyond the merchandise. A grimy, dirty vending unit is just as distasteful to the customer as a clerk with unclean linen and soiled hands. In the same way a mechanical unit, whose quality of design and construction is so poor and defective that it will accept coin without delivering any merchandise in return, can only make enemies for the machine, the product, the operator and the industry.

The quality of service given the automatic vending unit can bring success or failure to the operator. As any service plan that permits unshaven, disheveled service men, with soiled hands, to drive up in a dirty car and place carelessly packed merchandise in the vending unit will eventually lose locations for the operator—in just the same degree will a correction of these matters bring success.

And as a service program which insures the fresh quality of the merchandise will build customer confidence and good will, in the same manner will stale merchandise destroy it.

It is an unfortunate fact that until the last few years the business practices of nearly every operator of automatic machines have been consistently tearing down public confidence in the coin operated machine, and in the industry which the machine represents.

Every operator and manufacturer should welcome the about-face taken by the leaders in the automatic merchandising field—who are rapidly making their business conform to the highest standards of conduct.

Many small operators and manufacturers view with alarm the rapid expansion of their more successful brothers, who have already adopted these new principles. They are afraid that the larger companies will rapidly force the small operator and manufacturer out of business.

This is true only if the small company attempts to carry on its business with obsolete methods. But, if the small business will develop its own ideas and plans along the lines of the sound principles which have proved

successful for the larger companies, it in turn will enjoy a new measure of prosperity and success. And in this way the small company can do its part in aiding the industry as a whole.

The more progressive operators, however, have stated that they feel the industry is indebted to the generosity of such firms as the Automatic Canteen Co. of America for the assistance that has been rendered every operator and manufacturer in the automatic merchandising field. From the commencement, this great company has pursued only the most conservative policies, and with the same high honesty of purpose as has brought success to every big enterprise.

If you will turn the pages of history of any major industry, you will find some pioneer individual or company unselfishly working for the common weal. And like those hardy pioneers of earlier days, who laid foundations for this great country, so will you find the industrial pioneer wielding the hatchet of experiment to blaze a trail of knowledge through the forest of question marks that surround every industry in its early stages.

As Edison brought the electric light to the world, and the companies bearing his name blazed the trail for the present day power and light companies—as Marconi conceived the wireless, and the Radio Corporation of America pioneered the gigantic radio industry—as Ford paved the way in the automotive field, so has the Canteen Company wholeheartedly given to the industry the benefit of its experience, with a lack of selfish interest that places this company with these other pioneers. And that some of these pioneers have prospered is only their just due, for in just the same proportions has the industry, and everyone in it, also prospered.

Small operators who wish to add to their success should certainly take advantage of this information, and adapt to their own businesses the principles which they feel can be profitably applied. In this age of competition no one can afford to use obsolete methods. There must be no question marks in the business of today, and of tomorrow. The novelty of yesterday must be exchanged for sound merchandising plans. To convenience must be added service. Each operator must constantly study his own business and see to it that it is quality all the way through. The automatic merchandising industry must keep abreast of the times, and it can do so only as the individuals who make up the industry meet the exacting requirements of present day business.

The operator or manufacturer, whether large or small, who does these things will survive and prosper—while the others will take their rightful places among the "has-beens," and the industry as a whole will be the better for it.

May we repeat, the success of the automatic merchandising industry must be built on sound business principles—and the greatest of these is quality.

Here We Are!

ROLL-A-BALL HIT-THE-GOAL

Another Hercules money-making sensation—A game every one wants to play.

5 BALLS FOR 1c

Insert 1c and player receives 5 balls. Game board is provided with numbered pockets. Player shoots the ball with a snap gun, trying to make pockets and goal. If he makes goal he receives a souvenir coin from the machine automatically, to be exchanged for prize. There will be two coins of different colors for a single prize and one for double prize, depending on how lucky player is. One hundred souvenir coins furnished with every machine. This machine can be furnished without souvenir attachment to be played for high score and goal and also can furnish machine to be played with 5 balls for 5c at no extra charge.

This machine is one of the simplest designed ever put on the market—nothing to get out of order—practically no servicing, and is guaranteed for perfect operation or money back.



Size 12"x18"x7" high, and weight about 15 lbs. Patent pending.

Price for sample machines without souvenir attachment\$16.50

Price for sample machine with souvenir attachment, \$3.25 extra.

Stand for same\$2.50

The greatest sensation in Chicago—it has gone over big.

MIDGET BASEBALL

Latest improved model. Satisfaction guaranteed. Size, 16 inches wide, 21 inches high, 7 inches in depth, weight 22 lbs.

Prices Reduced

The most successful miniature baseball machine which appeals to old and young.

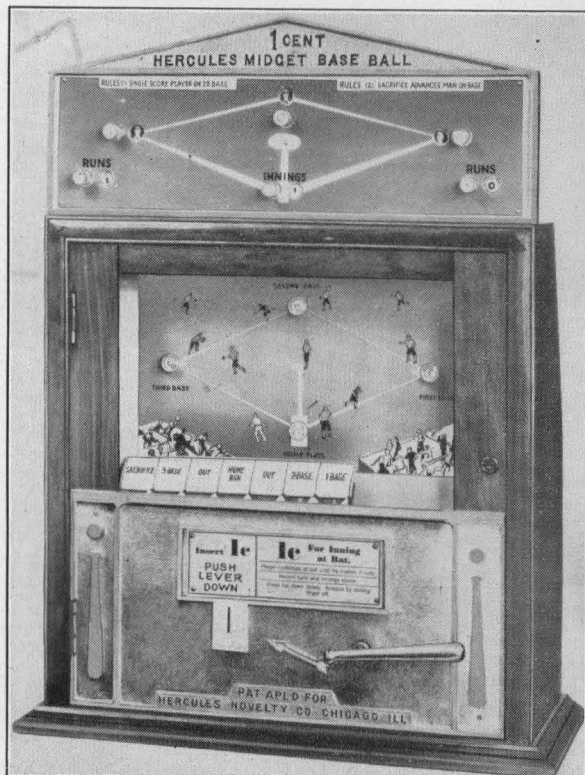
PRICE SAMPLE MACHINE\$18.75

WRITE FOR QUANTITY PRICES

HERCULES NOVELTY CO.

652 W. Lake St.

CHICAGO, ILL.



Why an Operator---?

By MAYER I. KLEIN

Mr. Operator, you might have been a banker, lawyer, storekeeper, truck driver, realtor or mechanic. In fact, I have known operators who have followed these various callings. How come! Why are they operators?

After carefully considering all the other reasons, it comes right down to this: You are an operator because you have decided that you could make more money as an operator, than you could in any other calling which you might have previously followed.

With this fact firmly fixed in your mind, it is the purpose of this article to try to help you to become a successful operator! If you are not interested in success, do not read further but turn the page.

The first prime requisite for success in any business or profession is HONESTY. First be honest with yourself! Be honest with your competitors and customers. Success cannot come if you make a deal with your competitors and then go out and try to double-cross them by offering larger percentages to the trade. Or by trying to steal their customers by other devices in order to place the same type of machine in a given location. In doing those things you are dishonest with yourself, your competitors and your customers. Co-operation all around will make your success more sure.

Never, never go out in the field looking like a tramp. Be neat. Keep your clothes pressed. Your face washed and shaven. And above all keep your equipment just as fresh and new looking too. A little soap and water, paint and polish cost very little and if used freely pay handsome returns on the time and money invested in them. With clean face, clothes and equipment, you can secure those new locations you need.

When you decide to buy a given make of machine do not rush in blindly and buy a lot of them. Buy a few to try out. A machine may be a big success in one territory and a complete flop in another. Or, with all due respect to the intentions and ability of the manufacturer, a machine may be a success in his shop, but when it gets to work out in the field an important defect may develop which will prevent the machine from making any money for you. If such be the case in any machines you buy, do not toss them aside and say, "Stuck again." The manufacturer intends to make a good product and is anxious to remedy any weakness in his product if he can. Write him and tell him about your experience and if possible, make suggestions for the elimination of the weakness you have had difficulty with. He will thank you for the co-operation if he is on to his job.

To stay in the operating business a steady income must be had. Someone, somewhere, is always making money all the time on all types of machines. To illustrate: Gambling machines make a lot of money while they work. But due to varying conditions they cannot work all the time. You must have an income in between times to conserve your capital. Otherwise you are sunk. Some amusement machines pay handsome returns

while they are new and novel. When the novelty wears off and the play becomes unprofitable, you begin to look around for another winner. A sure winner is not always available and your next try may be on a loser. With no steady income-producing machines working for you, your capital begins to dwindle.

Not too fast now. There IS an answer to this problem and it is right under your nose. You are more than likely thumbing your nose at it, saying that it is too slow. The answer is a route of penny merchandising machines such as vending peanuts, Boston baked beans, ball gum, etc. The largest fortunes made in the operating business have been made on machines of this type. Do not fool yourself. Do not take my word for it, look up the statistics. Look up Autosales Corp., who operate peanut, gum and other penny machines. Pulver Co., who operate penny gum machines only. Peerless, who made millions out of gum and scales at a penny a shot. I have known of a peanut route which sold for \$50,000! Match it if you can. Wake up! Look around! See all the locations available in this line and get busy. Get a steady income and be a successful operator who is going to stay in the business. In conclusion, the proof is in the test. I know that in your town you can buy routes of machines of most kinds. Try to buy out a peanut machine operator. Just try it, and be convinced!

Announcement

In this, our anniversary issue, you will be greeted with two beautiful pages of advertising. You'll find them, if you have not already enjoyed them, on the inside back cover and the left hand opposite page. The message is announcing the arrival of one of the most beautiful and well constructed miniature pool tables ever placed on the market.

The mechanism is by the A.B.T. Mfg. Co., of Chicago, and the woodwork by the famous Churchill Cabinet Co., of Chicago. These two leading firms together have produced a "masterpiece" in miniature pool tables. Turn to this display right now and study its features in full. The leading distributors of America are offering this great production.

Cop—"Lady, there's no red light on your car."

Co-ed—"No, sir; it's not that kind of a car."

"Have you been pinched in your new car yet?"

"No, but I've been slapped."

Clerk—"I should like to go to my mother-in-law's funeral this afternoon."

Employer—"So would I!"

A gold-digger had died, and all her worldly possessions, including a parrot, were being auctioned off.

"What am I offered for this beautiful bird?" said the auctioneer.

"One bean," bid a bystander.

"Two bucks," roared another.

"Make it five, daddy," croaked the parrot, "an' I'll give you a kiss."

NEW PRICE LIST ON Miniature Pool Table Supplies

40 in. Heavy Cues, each	\$.65	1 5-16" Steel field balls, each	.10
Markers, set of 120, 24 black, 96 white, per set	1.10	1 1/4" Steel Cue Balls, each	.15
Cue Racks, heavy ornamental brass, each, 35c; set of 4	1.30	Wood Ball Racks for composition balls, 1 1/4", each	.25
Light Cue Racks, 10c each; set	.40	Wood Ball Racks for composition balls, 1 7-16", each	.40
Glue	.20	Nickel Plated Steel Racks for composition balls, 1 1/4", each	.60
Chalk per box 12	.20	Nickel Plated Steel Racks for composition balls, 1 7-16", each	.75
Tip Clamps, heavy	.25	4x8 heavy bed cloth, will not stretch, each	8.75
No. Composition balls, 1 1/4" field, No. 1 to 10 extra grade, each	.18	4x8-6 Extra Heavy Bed Cloth, each	11.50
Plain White Cue Balls, each	.20	Pocket Numbers 1 to 10, set	.50
Plain Composition Balls, 1 7-16 colored, each	.25	Tips Special Billiard, box of 100	1.25
Numbered Composition Balls, 1 7-16" colored, each	.25	Special Designed Cushion Rubber, per ft.	.20
Plain Cue Balls, 1 9-16 French ivory, lathe turned, each	.60	Star Wheel Slot, each	3.50
		French Ivory, 1 7-16" lathe turned balls, each	.60

The Star Wheel Slot has been given up to be the most perfect slot ever used on miniature pool tables or similar machines.

Our cushion rubber is unexcelled, especially designed on miniature tables.

We carry high quality merchandise. Let us know your needs.

ALL ORDERS MUST BE ACCOMPANIED WITH ONE-FOURTH DEPOSIT

W. C. STEEL BALL TABLE CO.

106-108-110 S. Sylvania Ave.

FORT WORTH, TEXAS



WHOOPEE Means Pep!!

WHOOPEE Means Life!!

**WHOOPEE will bring new life and
pep to your spiral machines—A BRAND NEW MA-
CHINE at a very small cost.**

To owners of "WHIRLWINDS" and the spiral imitations thereof, I suggest writing at once for circular and prices on WHOOPEE.

"Slip out the old—s lip in the new,"
"If pressed for time—a second will do."

John Goodbody

1824-1826 E. Main St.

ROCHESTER, N. Y.

Laughing Gallery

By M. T. DANIELS

Little Jack Horner stood on the corner;
Watching the girls go by;
He lifted his lid to a cute little kid;
And she socked him right in the eye.

There are still plenty of 5-cent picture shows, but
it costs 25 cents to see them now.

Johnnie (to minister who had just drove up with a
two-horse team): "Is them your horses, Mr. Jones?"
Minister: "Yes, Johnnie, why do you ask?"
Johnnie: "Aw, mother said you were a one-horse
preacher."

I met her in the garden;
Her face was pale as death;
I'm sure she knew her onions;
I could smell them on her breath.

First Old Maid (on Christmas Eve): "Will one
stocking hold all you want for Christmas?"
Second Old Maid: "No, but two socks would."

Fashions may come, and fashions may go;
And fads for a short time beguile;
But a person will always look stylish and smart,
When wearing a jovial smile.

"Does your dog chase cows?"
"No, he's a bull dog."

Money talks, but it never gives itself away.

Bite off more than you can chew,
Then chew it.
Plan more than you can do,
Then do it.
Hitch your wagon to a star,
Keep your seat and there you are.

Say it with flowers,
Say it with sweets,
Say it with kisses,
And say it with eats.
Say it with diamonds,
Say it with drink,
But whatever you do,
Don't say it with ink.

A backwoods mountaineer one day found a mirror
which a tourist had lost. "Well, if it ain't my old dad,"
he said as he looked in the mirror. "I never knew he
had his picture took." He took the mirror home, stole
into the house, and hid it in the attic, but his actions
did not escape his suspicious wife. That night while
he slept, she slipped up to the attic and found the mirror.
"Mm-m," she said, looking into it, "so that's the old hag
he's been chasin'."

CALLERS AT OUR OFFICE RECENTLY

We have lots of visitors, men of the industry, and
we are always glad to have them drop in. We always
learn something from each other and it is a wonderful
pleasure to make acquaintances with any one connected
with the coin-operated machine industry.

The Keel brothers, wide-awake operators of Bal-
lenger, Texas, visited us a while back and we must say
we enjoyed every minute they were with us. Come again.

R. E. Huber of Fort Worth and Mr. E. B. Stern,
traveling representative for the J. P. Seeburg Corp., paid
us a pleasant visit and we learned much from each other
in regards to some Texas tax laws and etc. Drop in
often, fellows, always glad to have you.

Leo Mills and Mr. Zapp, of Dallas, paid us another
pleasant visit and we were so glad to meet Mr. Zapp,
it being his first visit our way. Always welcome, you
know that don't you, Leo?

Rabbit Cloer, a Fort Worth operator who is making
good headway as an operator, called for a spell. Mr.
Cloer always has some good thoughts to leave with us.

W. W. Mehuron was another visitor, and we enjoyed
his stay and we trust we are favored with another visit
from Mr. Mehuron.

J. W. Harrington, of Houston, Texas, was another
acquaintance we made and we are proud of it. Mr.
Harrington was making a tour over this state, just look-
ing around, is the way he put it. He is a manufacturer
of coin-operated amusement machines in Houston, Texas.

F. T. Hawkins, an operator of amusement machines
also visited with us. In fact, Mr. Hawkins called for
a copy of our journal just as they were coming off the
press, said he just couldn't wait until the postman
brought it. That's fine. Come again, Mr. Hawkins.

ARKANSAS TAX

A letter from Hardy Rowland, of Little Rock, Ark.,
advises the industry that the last legislature passed a bill
taxing all coin-operated machines in the state of Arkan-
sas from \$2.50 per year and up, according to the type
of machine.

Mr. Rowland goes on to state that a representative
is visiting locations and advising merchants to have oper-
ators pay their license immediately or the merchants
themselves will be subject to a fine of \$25.00 per day
for every day the machine was used without a license
application being made.

We want to thank Mr. Rowland for sending us this
information and we are sure our readers also appre-
ciate it.

THE AUTOMATIC WORLD IS THE ARISTO-
CRATIC NATIONAL MAGAZINE OF THE AUTO-
MATIC MERCHANDISING INDUSTRY.

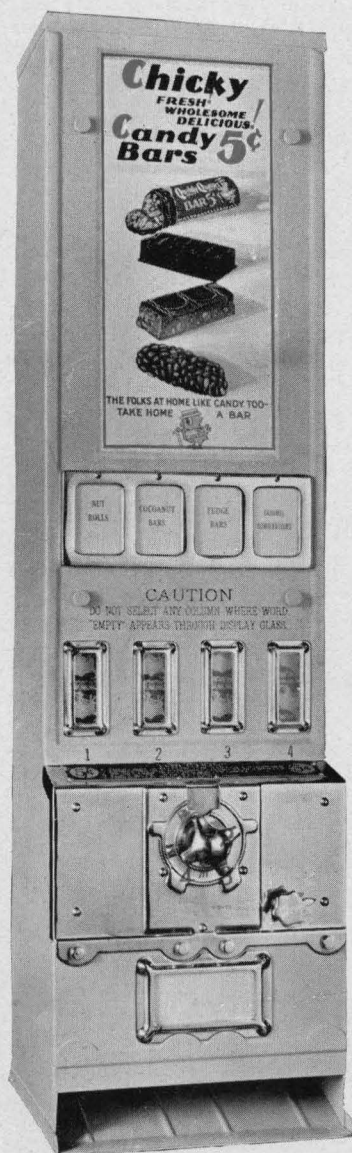
The Name

CHICKY *Represents*

A complete candy
shoppe

THE CANDY—
Full size—Best quality.

Assorted kinds of
pleasing popular com-
binations. All bars
attractively and sani-
tarily wrapped and
boxed individually.



An established line
of quality assorted
5c candy bars, sold
through Chicky se-
lective coin con-
trolled machine.

The Machine—
Elegant, rich in appear-
ance. Sturdily built of
interchangeable die-
made parts. Four-
column selective.
64-bar capacity.

The sale of established merchandise through coin controlled machines provides a means of owning an honest and dependable business—Investigate! Parties living in Southwest territory may communicate direct with Mr. O. C. Hall, care The Chicky Manufacturing Co., Dallas, Texas.

THE CHICKY MFG. COMPANY

Main Office and Factory:
Grand Rapids, Mich.

Branch Office:
Dallas, Texas

« SALESBOARDS »

By C. S. DAILEY

I have read with interest the article by Mr. P. J. Slater in the March issue of your magazine, the Automatic World.

When I say with much interest I simply mean that I can appreciate a letter of this type since I am an operator myself and am pretty well acquainted with the details that are necessary to go into in order to be an operator. I can say that his story is a genuine one and one that can be relied upon by an experienced operator.

I might state that more than one point in this letter brought out interesting facts to me. The first one was that he stated the salesboards were making him more money than his vending machines and this fact I can vouch for myself, as we have a line of coin operated machines in operation and I want you to know that it was the salesboards that brought back the money.

Another good feature about the boards is that we do not have a closed territory like we do with coin operated machines.

Neither do we have the old crooked slug to get fastened in the slot and knock our boards out of play maybe for a month after we are gone, like we do with machines, and the truth of the business is, the board business in my estimation is one of the greatest mediums

for quick money for the operator that I know of. I am frank in saying to you that if an operator will put out a good route of boards, he will soon find out for himself that he can make more money out of the boards with the least amount of trouble and the least amount of money invested than out of anything else I know of.

Of course, I do not mean to say that a man can go into the salesboard business with scarcely any money because it is necessary for him to have sufficient money or credit to build up a route of say a hundred boards, and then he will not need any more capital because they will take care of themselves and make him plenty of money besides.

Another of the true facts brought out in Mr. Slater's article was what he said about the H. G. Payne Co. of Nashville, Tenn., having the best line of boards in the country, and I certainly appreciate what they have done for me in putting me on to the latest in cut-out boards, and the best merchandise for the same at the right prices. I believe I can truthfully say any operator who is a clean-cut man can do business very satisfactorily with the H. G. Payne Co. and when it comes to general assortment of boards and prices, it is my opinion that operators will not find any better than this concern offers.

I find your magazine a very interesting one and will appreciate the your entering my subscription for one year for the magazine. Mail me a copy each month so I will be kept posted on the salesboard and machines.

If you care to print this letter in your April or your May issue of your magazine, I will assure you I will appreciate it as I would like to see more operators of vending machines get into the salesboard business.

WORK SALESBOARDS ALONG WITH YOUR MACHINES

By H. G. PAYNE

Our idea of a magazine to be of interest to readers, is to make all angles of the merchandising game that comes under their sphere as helpful to the prospective buyer as possible. Without a doubt we know if operators of machines were to put a route of salesboards along with their machines at the time they were checking their machines, they would find unquestionably that this route of boards would pay them dividends for the amount of time and money invested.

Now the thing that places me more in a position to say this than anything else is from the fact that I have been associated closely with the salesboard and vending machine game since 1913, having covered 25 states as a traveling salesman for seven year and the remainder of the time being engaged in the machine and board business. I have had the opportunity of looking at every angle of the game for about 17 years and the conclusions I have reached are that for a given amount of money properly handled, there is no investment today that will bring as great returns as salesboards, if worked on the basis of operation that I would

Cash In

With

IMPERIAL SALESBOARDS

Made for

Fast Play and Quick Returns

Money Makers

for the

Operator and Jobber

MANUFACTURERS OF

A Complete Line of Salesboards

Write for Catalog

IMPERIAL PRINTING COMPANY

923-25-27 N. Darien Street
PHILADELPHIA, PA.

A New Jobbing Firm' But Not A New Jobber

If it's for the vending machine, I have it. New and used machines of every description bought, sold or exchanged. Send in your troubles and have them solved. If it's merchandise you wish, look over this list.

Peanuts, Pumpkin Seeds, Polly Seeds, India Nuts, Candy Coated Peanuts, Breath Pellets, Salted Cashew Pieces, Boston Baked Beans, Picture Postcards, Prize Candy, Glass Globes, Rubber Washers, Ball Gum, Prize Ball Gum, May Blossoms (a substitute for candy coated) Chi-Chi Nuts, Salted Pistachio, Small Metal Toys for Prizes, Cast Iron Bases, Pipes and Flanges.

All of the above are adaptable for coin controlled legitimate vending machines.

If it's machines you are looking for, glance at the following:

Advance Machine Co., (90 different kinds); International Mutoscope (Old Mill, Traveling Crane, Juggling Clown); Arthur H. DuGrenier (cigarette and candy package machines); A.B.T. Manufacturing Co. (Game Hunt, Pistol Practice, etc.); Columbus Vending Co., Norris Mfg. Co., Gottlieb, (Baseball, Grips, etc.); Peo, Whirlwinds; Robbins, Indoor Strikers, and many others.

PARTS AND SUPPLIES FOR MOST ALL MACHINES

What more could any operator wish for and from none other than

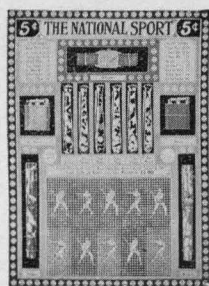
Wolf's Automatic Sales

1054 Washington Ave.

Telephone Melrose 5-5306

BRONX, N. Y.

OPERATORS



If you want to get into the money class, get a route of our salesboard assortments working for you. The largest and most complete line in the country to draw from.

Write today for catalog and circular to

H. G. Payne Company

203 Church St.

Nashville, Tenn.

be willing to outline to any prospective purchasers who were not acquainted with the salesboard business.

With all respect to the vending machine manufacturers and operators, I can truthfully say I hold no grudge against that angle of the game. Here at the present time in the city of Nashville, there are several hundred of the regular machines in operation and for the past 15 or 18 months, many of these machine operators who work in this territory are the best friends we have, and the majority of them work salesboards right along with their machines and a great many of them have

come to us for their supplies on machines. It has been our idea to help them in every way we could, because, as we see it, we are all down here for about the same purpose and that is to live and let live and if occasionally we cannot pass along a piece of friendly advice or some help that will aid the other fellow in making a start, then we are likely to miss whatever purpose we were supposed to represent here on earth. We wish the Automatic World much success!

FOR YOUR INSPECTION, MR. OPERATOR

The manufacturer and distributor who advertise actually are placing their merchandise before you for inspection. They invite your most critical attention and an uncompromising comparison. And their advertisements, so to speak, say to their products: "We have introduced you—now stand on your own merits."

If the manufacturers did not have confidence in their wares, they would hesitate to call attention to them. For advertising rigidly tests the maker, the seller and the merchandise. **BUSINESS SO TESTED, AND FOUND NOT WANTING, IS PROSPEROUS!**

In the long run, you can depend on the man who advertises, as well as on his product. That is one reason why people have found that it pays to read advertisements.

It is through advertising that the excellent things of the world are brought to the attention of those who are seeking for the best and most economical way to spend their money.

READ THE ADVERTISEMENTS. THEY ARE NEWS.

WANT - ADS

Ads in this department cost 30c per line. Count 8 words to the line. Send cash with copy.

Minimum ad accepted 4 lines.

AUTOMATIC WORLD, 1345 E. Richmond Ave., Fort Worth, Texas

MARBLES—BALL GUM—PEANUTS—PAINT SPRAYERS—Used Machines—We have a very large assortment of Vitreous Agates that we are selling very cheap, and you don't have to buy a carload to get rock bottom prices. Send us \$2.60 and we will send you 1,000 of the most beautiful imitation agates you ever saw; 10 per cent discount in case lots. Our **BEST CHEW** ball gum is absolutely fine, the best on the market. 10 boxes (1,000 balls) \$1.75; 50 boxes (5,000 balls) \$8.15; 100 boxes (10,000 balls) \$16.00. Try a case and be convinced. Let us quote you prices on salted peanuts. Our genuine G-V Paint Sprayer costs less than a good paint brush and will last twice as long, and do a much better job in one-half the time. Just the thing to paint your machines with, price \$1.75 each. We have a few surplus machines that we will sell at a bargain, they are all in good working order and the paint is good, too; Advance Shockers, \$5 each; Firefly Shockers, \$5 each; Regina Music Boxes with 12 good tune sheets, \$12.50 each; Lark Baseball, \$7.50 each; Gottlieb Grippers, \$5 each; Emco nerve testers, \$6 each; Wizard fortune tells, \$4.75 each; Mutoscopes, with 5 reels, \$25.50 each. M. T. Daniels, 1027 University Ave., Wichita, Kan.

WANTED—TO HEAR FROM 500 OPERATORS OF vending machines and other business men who would like to increase their earnings by working a route of salesboards in connection with their present line and who would be willing to invest reasonably in a route of salesboards. Catalog and operating data will be furnished upon request. Write H. G. Payne Co., 203 Church St., Nashville, Tenn.

WANTED TO BUY—GABELS ENTERTAINERS FOR spot cash, electrically driven, amplified or non-amplified, regardless of shape they are in. Will buy any quantity. Texas Novelty Co., Beaumont, Texas.

FOR REAL BARGAINS IN ALL KINDS OF NEW AND USED COIN-OPERATED MACHINES ASK FOR OUR BULLETIN "C." TO INTRODUCE OUR EXPERT GUARANTEED WORKMANSHIP WE WILL REPAIR AND OVERHAUL ANY SLOT MACHINE FOR \$4.50. SICKING MFG. CO., 1922 FREEMAN AVE., CINCINNATI, OHIO.

BEST RESULTS COME FROM AUTOMATIC WORLD WANT ADS—TRY ONE. YOU'LL BE SURPRISED.

ARE YOU AN OPERATOR? THEN YOU CAN GET Jennings' "Tips and Topics" monthly magazine FREE. Contains helpful suggestions, "tips," news articles, cartoons, peppy jokes. For operators only. Write O. D. Jennings & Co., Dept. W.T.C., 4309 W. Lake St., Chicago, Ill.

FOR SALE—3 LARGE SCIENTIFIC GOLF GAMES, \$100.00 each, \$250.00 for three; 2 miniature A.B.T. pool tables, \$20.00 each, \$35.00 for two; 50 1c Columbus Peanut Machines, excellent condition, \$4.00 each; 1 Abbott Coin Counter, 1c, \$30.00; 20 Automatic Perfume Machines, \$2.50 each; 4 Emco Nerve Testers (new) \$2.50 each. One-third deposit, balance C.O.D. No trades. Hartle, Madison, N. J.

FOR SALE—53 UNIVERSAL HANDKERCHIEF machines, guaranteed good as new, 10c slot, with slug rejector on all of them, \$7.50 each, one or all. Universal Vending Co., 4314 La Luz St., El Paso, Texas.

LETTERS? SURE I WRITE 'EM! SALES LETTERS THAT SELL, AND COLLECTION LETTERS THAT PERSUADE WITHOUT THREATENING. PAY ME WHAT YOU THINK THE LETTER IS WORTH—AND I'M SATISFIED. SEND COMPLETE DETAILS. THURHOUSEL, 22 FAIRVIEW AVE., ROCHESTER, N. Y.

MINIATURE NICKEL POOL TABLES, NEW, DIRECT from factory, \$45; 1 K.O. Fighter, A-1 condition, \$75, 5 Mills electric shockers \$4, 1 Morris selective gum vender, vends standard package of gum for nickel, \$6; 8 A.B.T. Target skills, 1c, \$6.50. C. G. Moore, P. O. Box 317, Bedford, Va.

FOR SALE—FIFTY DOUBLE 10c UNIVERSAL TYPE machines, vending packages 4 by 4 by 1 1-8. Excellent working condition and appearance. Especially adaptable for candy, pie, or sandwich route. Cost \$42.00 each, sacrifice entire lot \$3.00 each each f.o.b. New York City. Box 35, care Automatic World.

FOR SALE—27 MILLS AUTOMATIC PHONOGRAPHS, Troubadors and Radio combination and some selector and non-selector. A bargain for live operator with cash. All placed and good locations. Reason for selling: other personal business. Roberts Novelty Co., 16 Dallair Ave., Chicopee Falls, Mass.

FOR SALE—ONE ELECTRIC, USED PEERLESS piano, coin-operated. 4 Victor Phonographs, never been uncrated, not coin-operated. Model 4-40 retails for \$165.00, will trade the above for miniature pool tables. W. F. Lightfoot, Dunnegan, Mo.

FOR SALE OR TRADE—FIFTY MARBLE-ETTE miniature pool tables. Wanted to buy for spot cash at bargain prices, Gabel's Entertainers and Seeburg Audio-phones. Tri-State Sales Co., Lock Drawer 336, Henderson, Texas.

FOR SALE—MILLS FRONT VENDERS, SERIALS 180,000, \$30 each, one-third deposit. C. E. Peck, 1951 N. Lawrence St., Wichita, Kan.

FOR SALE—4 ADVANCE UNIT C ONE-CENT GUM machines, \$3.50 each. 1 Advance double-column short stick gum or chocolate, \$5.00. 1 Advance and 1 Columbus bubble gum machine, \$2.50 each. A bargain. G. Libovsky, 502 E. 138th St., Bronx, N. Y.

PEANUT MACHINES, BRAND NEW, FINE LOOKING, strong mechanism, \$3.60 in lots of 25. Sample, \$4.50, cash with order. Novix, 1191 Broadway, New York City.

FOR SALE—5 MILLS BULL'S EYE FRONT VENDERS, late models, good as new for \$33 each. 2 Mills 5c jackpots, \$35 each. Write Grover C. Hahn, Greenville, Ohio.

BARGAINS IN GOOD MACHINES CLOSING OUT— 3 Mills front vendors, \$37.00 each; 2 Burnham & Mills Baby vendors, \$15.00 each; 1 Pee-Wee Dice, \$12.50; 2 Advance Shockers, \$3.00 each; 6 Blue Bird ball gum penny targets, \$3.00 each; 1 Superior 3-Way mint vender, \$25.00; 1 Penny Pollard Golf machine, \$35.00; 10 Mills folding machine stands, \$2.50 each. All machines in good operating condition. C. H. Kendrick, 3550 Graceland Ave., Indianapolis, Ind.

NEW IMPROVED DE LUXE MINIATURE COMPOSITION balls, pool tables, piano finish, cabinets 20x40, price \$47.50. Green Mfg. Co., Fairfield, Ala. (4 Aug.)

70 PRACTICALLY NEW, ALUMINUM, OHIO MAKE peanut machines. Operated only short time. Closing out at only \$3.50 each. Frank E. Meyer, Box O, Kaukauna, Wis.

BLUE BIRD CIGARETTE MACHINES, ON ACCOUNT of new state tax, 200 units, crated f.o.b. Dallas, \$3 per unit. One-third cash. Ed Brown, 2108 Bryan St., Dallas, Texas.

BRAND NEW BASEBALL MACHINE, THE KIND that you bat the penny, sensationally low priced. Sample machine, \$10.50; 5 or more, \$8.75 ea. Write for jobber's price. M. M. Marcus & Co., 1315 Cleveland Heights Blvd., Cleveland, Ohio.

ALL MAKES SLOT MACHINES BOUGHT, SOLD AND repaired. Jackpots installed, all work by factory-trained mechanics. Novelty Sales Co., Box 957, Oklahoma City, Okla.

FOR SALE—MILLS 5c BELLS, \$22.50; 10c BELLS, \$27.50; 5c side vender jackpots, \$40.00 and up; 5c Blue Bird ball gum vending targets, \$6.50 each. All machines completely rebuilt, all nickel parts replated. Mints, \$9.50 per case, 1000 packages. Novelty Sales Co., Box 957, Oklahoma City, Okla.

80 REBUILT DECA-DISC PHONOGRAPHS, ELEC- trically amplified, good working condition, no junk, \$100 each. Wisconsin Novelty Co., Kaukauna, Wis.

FOR SALE—MINIATURE POOL TABLE, W. C. STEEL Ball, standard model, used two weeks, guaranteed perfect condition and like new. Will crate and ship to first party sending check for \$22.50, or one-third and balance C.O.D. Box T, care Automatic World.

DON'T FAIL TO READ THE BIG DISPLAY ADS OF the Lemke Specialty Co., of Detroit, Mich., appearing in this issue. They are offering some fine bargains.

FOR SALE—20 USED WHIRLWINDS, 5 WHIZ-BALLS, 2 Gottlieb Miniature Baseballs, \$5.50 each; lots of 5, \$5.00 each. 8 A.B.T. billiard skills, 1c play, with stands, \$28.50 each; 1 Fields, 5c play, 5 Jacks, \$14.00. 3 Gottlieb Moving Targets, \$30.00 each. All machines as good as new. Send one-third deposit with order. C. A. Gibson, 3506 University Ave., Des Moines, Iowa.

WANTED—20 POE WHIRLWINDS, FIRST CLASS shape, priced right; also few Automatic Victrolas, selective type preferred. Unique Co., Box 266, Calexico, Cal.

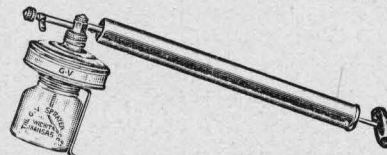
10 TRIP-L JAX, \$10.00; A.B.T. TARGETS, \$7.50; Gottlieb Grippers, \$5.00; Mills 5c Puritans, \$15.00; Blue Bird Dice, \$5.00; Mills Wizards, \$4.00; K.O. Fighters, \$90.00; Watling Scales, perfect, 2 years old, \$60.00; Grandfather's Clock, \$75.00; 3 American Sales Victrolas, \$175.00. Send for list of 300 used machines. Wanted—and will exchange for jackpots—iron claws 5c, pool tables, Filmascope competitive basketballs, Fields Oak 4 Jacks. Send for the original mailing list now over 900 names of operators, \$6.00. EKV Machine Co., Pikeville, Ky.

BY GUM—BUY GUM—BALL GUM. WE KNOCK 'EM over on Five Star Ball Gum. One case or a car load. Factory shipments. Get our price. G. C. Shuford Industries, P. O. Box 93, Austin, Texas.

FOR SALE—GLOBE LIGHTHOUSE GRIP TEST, PER- fect condition, \$75.00; Striking Clock, perfect, \$75.00; Push-Pull, floor model, \$30.00; Twister Machine, iron floor model, perfect, \$30.00; Caille Lifter, fine condition, \$25.00; Caille Mascot Grip and Blower with five colored lights on dial, great money maker, absolutely perfect condition, \$65.00 (this is two machines in one); Hoover's Name Plate machine, late style narrow cabinet, cost \$200.00 new, perfect, bargain, \$75.00; 2 Happy Homes, each one different inside and out, each \$20.00; Peo Junior Basketball machine, floor model, almost new, cost \$125.00, perfect, sacrifice for \$75.00, great money maker; Chester Pollard Penny Golf Game with iron stand, perfect, \$35.00; Gottlieb Majestic Moving Ducks and Airplane machine, perfect, with iron stand, \$5.00; 3 Gottlieb Baseball machines, each \$10.00, almost new; Try-Skill machine, \$2.50; Mills Firefly Shocker, needs repairs, brand new paint job, \$3.50; 2 Hiatt Basketball machines, pay player 5c in trade if he makes a basket, good new machine, each \$10.00. Will trade for Hercules Clown Pistol Targets without gum vender, also Bat-A-Penny machines with lights and penny back on home run. Get our prices on all new machines on the market. Write us your wats. Terms one-third with order, balance C.O.D. express. Barton Shipley Operating Co., Suite 310, Plaza Hotel, Indianapolis, Ind.

5 FINGER STRIKERS. LIKE NEW, \$12.00 EACH; 6 Exhibit Penny Dice Fortune Teller, used about 3 weeks, \$8.00 each; 6 Advance Electric Shockers, used 2 months, \$6.00 each; 3 Mirror Fortune penny gum machines, great money makers, \$14.00 each; 4 penny moving duck target machines, \$15.00 each; 2 Smiling Joe gum machines, \$10.00 each; 3 A.B.T. Pistol Target machines, \$8.00 each; 5 A.B.T. penny pool tables, with stands, \$20.00 each. All of above absolutely O.K. Cash with all orders, or will trade for Whiz-Balls, Boop-A-Doop, Baseball, or any spiral machines. Klotz Sales, 992 N. Highland Ave., Atlanta, Ga.

G.V. Paint Sprayer



Our genuine G-V Paint Sprayer costs less than a good paint brush and will last twice as long, and do a much better job in one half the time. Just the thing to paint your machines with. Price \$1.75 each.

M. T. DANIELS,

1027 University Avenue Wichita, Kansas

Mention the Automatic World When You Write

RANDOM RAMBLINGS

By RANDY

Did you get that "crack" Walter Millsap let loose about the fellow that offered his route for sale and sent kids ahead to fill the machines with coins. Suppose the kids had made a mistake and used slugs.

I caught this report the other evening from one of the Publix theaters in regards to the check up on a candy vendor. I don't know how long it had been since the check up before but here was the report as it went over the phone: "Seventeen dollars in cash and 40 cents in slugs." Now that wasn't bad, was it? And believe me, that Hershey bar that the Publix folks are vending just calls for more.

I personally made a survey last week in regards to scale locations and was really surprised to find so many fine and exclusive locations for scales in particular.

The greatest need right now, and we think one of the first things the Automatic Merchandisers Association should do, is to create a complete rating upon every member of the industry. Put the rating of every manufacturer, jobber and operator down in black and white and it will save a lot of putting down in RED sometimes. Don't only give information on their financial standing but throw the spotlight upon their methods of doing business, if they are not right.

THE OLD HOME TOWN

By TOM MURRAY

Let's drop slugs, locations and bum machines just a few minutes and let me tell you about my recent visit back to my OLD HOME TOWN.

Most of us made an exit from some Old Home Town somewhere. Do you ever go back? Do you long to go back? Well, I went back and here's how things are going back home:

My old-maid school teacher, Sadie Belcher, is conducting a beauty "Shoppe" on lower Peach Street, and is really doing a lot of good around the place. But the old town just ain't the same place it was when ge got together the first Silver Cornet Band. I'll never forget that band. We had our bass drum lettered up like this: "For Fun and Noise, We Are the Boys." Now wasn't that hot, and can't you see how cut-upish we were? One fellow in our band never could learn to blow one single note, but he was a good pay-off, so we tolerated him and allowed him to stay in and just hold his horn. But as I said, the old town has changed.

I walked over to the feed store and who was there but my old friend Sid Sawyer, an oldtimer of the place. Sid was glad to see me and said: "Wa'l they tell me yer'er printin' a magazine of some sort 'er t'other."

"Yes," I assured him, "I am." But I was successful in checking the conversation in regards to the magazine, and asked him to tell me all about the town. He did, and I'm telling it to you just as Sid told it to me:

"Wa'l," he began, "our girls around here are gettin' to where they ride too fer into the country before asking the young fellers their names, and our grocery-men have become walking encyclopedias regarding malt and just how to put down a batch. Fords just will not slow up as they go through our town and poor old Sim Swain carried his appendix to his grave with him last week all because he was unable to do a quick leap from the path o' one. Husbands are becoming more neglectful, and will allow a hammer or an old sash weight to lay around the place, right before the very eyes o' their wives. Sam Hudson, the cashier over at the bank was shot through the foot th' other day, all 'cause he failed to have the money sacked an' ready. Old Number Seven has lost its Sunday evening thrill, and instead th' boys gather 'round th' radio over t' th' drug store. Even Bill, th' drug store clerk, takes down the Christmas decorations before July. You remember Pane Hicks, who used to rub the Monday morning stiffness out of the livery stable nags? Wa'l he's dealin' out free air, gasoline an' information over t' th' fillin' station. But that drug store, I remember when they used a whole shelf for drugs, but now, it's a regular penny arcade and sandwich shop. Our station agent has been took away and everybody rides th' buses. And don't you know our two leading dry goods merchants came to blows th' other day when they 'wedged' in the door o' th' postoffice. And, say, (here old Sid paused with his hand upon my shoulder), remember my boy Charles? Wa'l he's over yonder, over—over across the ocean. His mother visited his grave last summer. She said he's buried in a pretty place. They keep a flag down to the church with a star on it all just for Charles. Wa'l that's about all the news, I guess. Let's go meet the bus."

A GOOD METHOD TO CREATE BUSINESS

One of the best known methods to create business is to see that your customers receive good products and good amusement. Give them "bum" goods and you will soon have a "bum" business. Your machines are going to be given a trial and the goods or the amusement that is received with that trial must be of a high type or there will be no continuity from that customer. And on the other hand, you can't give good products with the initial purchase only and hold that customer's trade. You must continue to give a good product all along.

Automatic merchandising machines should have, and will have, a string of regular customers, but a chain of regular customers, and a growing chain, can only be produced by serving a high class and pleasing product or amusement. The customer, no doubt, will admire to a certain extent the beauty and attractive lines of your machine but the beauty of the machine alone will not hold his or her trade. Too many operators depend upon their machines and locations to produce business and sadly neglect the main feature of products.

The writer of this article stood and watched a certain machine selling candy bars, and the candy was of the highest type. A customer placed a dime in the machine and received an attractive bar of candy. Upon opening it and tasting the candy, he remarked, "Mighty good candy," whereupon three more bystanders, at once, placed their dimes into the machine. And the man was not "shilling" for the machine either, the candy was a real product and that machine is making money for its owner. Let a customer put money into a machine and receive a "bum" piece of candy and see how he knocks that machine. Place an amusement machine on location that affords scant amusement and watch it fail. You have got to give something in return for the player's money or the machine will be a complete flop.

A certain operator that has candy bar machines on location in factories, serves a certain kind of candy one week then changes up the offering for the next. He has had several special made bars produced for his machines and every offering is of the highest type. This operator stands high with the location owner, the customers, and is making a success of the business.

Give your customers good products. Don't shop around for the cheapest, but look about for the best and your machines will create customers and will hold them.

Listen, Operators, here's a secret that will save me that job of pushing that peanut. Tell every advertiser and manufacturer that you read the WORLD, that the WORLD is YOUR paper, (which it is) tell 'em, and keep telling 'em and maybe, well, we'll have a 200-page paper right away. Outside of the gas bill, I'll throw every dollar right back into the paper and make it bigger and better. Let's go!

The Automatic World
\$1.00 Per Year

This New Cue Pin Game

Attracts Amusement Seekers

Like a Magnet

OPERATORS everywhere are enthusiastic about this new money-maker—Kew-Pin-Ball. It's fascinating to play . . . and it's easy to operate. Be sure to get your share of the profits from this sensation of the 1931 season.

Kew-Pin-Ball

Entirely automatic. One, two, three or four persons play at one time. Excites keen competitive spirit in players.

Uses from one to 12 balls. Choice of composition or hard rubber, numbered or plain.

Requires less room than ordinary pool table because players stand at one end only.

Is only 51 inches long, 35 inches wide and 35 inches high. Knocked down into three parts for shipment, weighs 175 pounds. Easily reassembled.

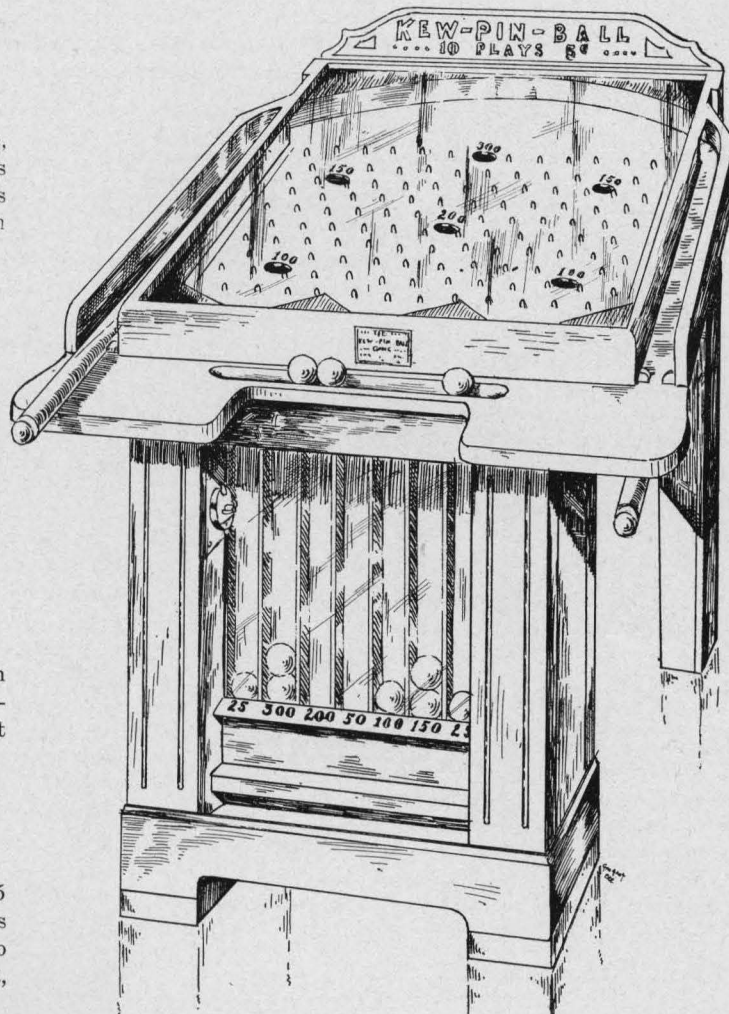
Finished in mahogany or walnut; waterproof Duco. Equipped with Veeder-Root automatic counter. Legs adjustable for levelling purposes. Simplest mechanical construction. Nothing to get out of order.

Write or wire at once for full particulars and prices on this money-maker.

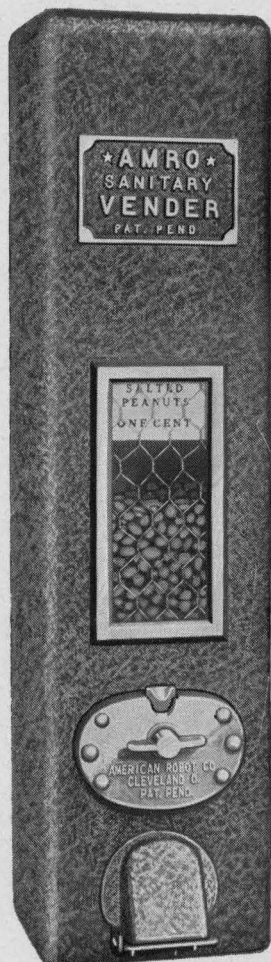
C. D. Fairchild, Inc.

503 E. Jefferson St.

SYRACUSE, N. Y.



--Amro Sanitary Vender--



Finest Peanut Machine ever built for inside and outside locations. Not affected by salt air.

Case is a one-piece light alloy casting. No iron or steel to rust. Height, 24 inches; width, 6½ inches; depth, 6 inches; weight, 14½ pounds. Capacity, 8 pounds. Window, 2½ inches by 6½ inches high.

Detector—The first accurate non-adjustable selector on penny P-Nut machines. Measures for diameter, thickness and rejects holes. Due to its unique construction, the longer used, the finer the selectivity becomes.

Bracket—Built to stand extreme abuse. Attached to the wall it cannot be pulled off. Machine must be unlocked and removed from bracket in order to take the bracket down.

Appearance—Beautiful baked enamel in a wide color range. Special colors on quantities.

Developed—Patented—Manufactured by us. Three year development, followed by two years of actual operating as a final test, makes us positive that this is the finest peanut machine ever offered to the operator.

Price, \$20.00 list, discounted to the operator.

Special—Sample machine, \$12.50, cash with order.

ACT QUICK AND GET THE PICK OF CHOICE LOCATIONS

AMERICAN ROBOT COMPANY

DANDY VENDERS

Plays pennies, nickels, dimes, quarters. Through same slot without adjustment.

Size—Base 9 inches by 12 inches; weight 15 lbs.

BALL OF GUM WITH EVERY PLAY

Merchant takes 75 per cent and pays rewards from his end. You take 25 per cent net to you.

Sample \$21.50. Write for quantity prices. Sensational money maker. Start right now.



SUPPLIES

Stands—For peanut, ball gum and other small machines, \$4.00 each; 10 to 20 at \$3.50; 20 or more, \$3.00 each.

BALL GUM—Case 10,000, \$14.00; Case 5,000, \$7.50. Smaller lots at 18c per 100.

MINTS—\$7.25 case, 1,000 rolls. Quantity prices on request.

MACHINES—NEW AND USED

1-2-3 Bluebird Ball Gum, \$3.50; 10 or more, \$3.00 each, used. Capacity 1200 balls.

1 Ball 1c Bluebird Ball Gum, \$3.00; 10 or more, \$2.75 each, used. Capacity 400 balls.

Doehler ARCOR Rockwood bar machines. Like new, \$18.00; have 50.

Try-It Dice Machines, new, 5 for \$25.00; have only 5.

COLUMBIA MIDGET SCALES, BRAND NEW, \$60.00; 10 or more, \$55.00 each.

GLASS GLOBE P-NUT MACHINES, NEW, Lots of 5, \$5.50 each; lots of 25, \$5.25 each; lots of 50, \$5.00 each.

American Robot Co.

252 EDDY ROAD

CLEVELAND, OHIO

\$127.⁹⁰

in 35 days

So Writes

Tyler's Drug Store
HOUSTON

You too can make profits as big and bigger

OPERATING A ROLLOBALL TABLE

This is only one instance where an operator is making money from our tables. The striking attractiveness of Rolloball tables forces a desire to play. And the longer the table is in your possession the more will play it. Crowds congregate around a Rolloball, and spend.

Rolloball Is No Gambling Device—It's Clean, Keen Fun!



Two Sizes of Tables:

Height 32 in.
Outside Dimensions
25x46 in.
Playing Surface 18x38.
1 1/4 in. Playing Balls.
Outside 29x51
Inside 22x44
6-Pocket Table
1 9-16 Playing Balls.

Imagine this table in a dozen good locations. It's an attraction that pulls. Not only will it in itself make big profits but it will be instrumental in swelling the sale of other goods. It's a tremendous drawing card, and operators are reaping in dollars wherever they place the Rolloball.

Operators of other tables: Investigate Rolloball when considering purchase of additional tables. You can't go wrong with Rolloball.

**Sold on easy terms if
desired. Write for
information.**

Sold on a money-back guarantee. Get our booklet on what operators of other tables have to say about Rolloball.

Rolloball Mfg. Company
2315 Crawford
HOUSTON, TEXAS

PHONE BEACON 3-0792

Glistening mahogany finish; cool, green billiard cloth, lined cushions, highly polished cues; sturdy workmanship. Cue ball scratches into pocket and returns to players—an exclusive Rolloball feature.

**Mail
This
Coupon
Today!**

**Don't
Delay!**

Without obligation, forward information on how I can
make money out of Rolloball Coin-Operated Tables.
Name
Street and No.
City State
ROLLOBALL MFG. CO.
2315 Crawford
HOUSTON

SHOOT-A-BALL

THE SENSATIONAL ELECTRIC BASEBALL

The Greatest of All Coin-Operated

Here Is Your Opportunity to Cash in on Big Profits

See the lights flash, hear the buzzer, no electric socket required—operates on dry cell C battery. Can operate machine anywhere whether they have electricity or not.

How to Play Shoot-A-Ball---Four Can Play for 5c

The game is played in the following manner: By dropping a nickel in the slot and turning the handle you are delivered automatically twelve balls. With a cue the game is ready to be played. The balls are divided up according to the number of players. You place a ball at the end of the chute. With a skillful stroke you shoot the ball up the incline, which travels according to the speed of your shot. If the ball misses the one base hit, the two base hit and so on, it automatically becomes an out and the ball disappears, ringing a bell indicating out. If the ball is shot into any of the top holes, which indicate hits, an electric light is flashed on and a buzzer

is sounded, indicating or recording the hit. There are twelve little miniature men. Before shooting the ball up into the chute you place a man on the diamond at Home Base, which indicates "Batter Up." If you make a hit, you move the man to first base, second base, or third base, according to the hit, and continue to shoot. On all hits you get another shot, as the ball is automatically returned to you. A score is kept and the player making the most runs wins the game. Remember, four can play this fascinating game. Never before such real entertainment given for a nickel.

Actual Size of Machine and Specifications

Machine is 30 inches wide, 51 inches long, 32 inches high. Legs are adjustable, put on by four bolts. Finished in beautiful lacquer blue and golden orange. Three color score recording device at top of machine. Baseball diamond scene at front of machine in three colors. Complete playing instructions. Simple, and instantly played. Top of machine is made of metal, ducoed in green, representing a baseball diamond covered with heavy glass. All shots visible to player. Complete equipment including two cues, chalk, glue, extra tips furnished with each machine. Shipping weight approximately 140 lbs. Rush in your order. Immediate delivery. Made of hardwood.

Finished in Beautiful Lacquer Blue and Orange

WARNING

Ten-Ball Table Company, Inc., are taking all necessary steps according to law to protect their right on "Shoot-A-Ball" machines through U. S. Patent Office, and will start court proceedings against any person, company, or corporation attempting to duplicate or offer for sale "Shoot-A-Ball" tables. Only one original—we make it.

GUARANTEE

Guarantee—If for any reason whatsoever you do not find our "Shoot-A-Ball" Electrical Baseball Machine all you anticipated as a money-getter you can return your trial machine within 7 days after delivery, and we will refund the full purchase price promptly (less only express charges) and you may keep all the money taken in by the machine for the seven days.

Order Now—Be the First in Your Territory With This Money-Maker

In order that you may know you are dealing with a reputable concern whose GUARANTEE is as good as gold, we refer you to both Dun & Bradstreet and the San Antonio National Bank in our city.

WIRE YOUR ORDER TODAY
601-603-605 SOLEDAD ST.

TEN BALL

ALL GAME Machines

**\$25.00 to
\$50.00
Per
Week**

PRICES

Completely equipped
1 Machine ..\$97.50
5 Machines,
each\$90.00
10 or more,
each\$85.00

All prices F.O.B.
our factory. One-
third deposit; bal-
ance C.O.D., irre-
spective of rating.
Shipments by ex-
press unless other-
wise specified.

It's Electric—
It's New—
It's Fascinating—
It's Original—
It's Thrilling—
It's a Knockout—
It collects the nickels

Immediate deliv-
ery. Rush your
order by tele-
graph or special
delivery.



An Absolutely
Legal Skill and
Amusement Ma-
chine. Can be
Used Anywhere.

PATENTS PENDING
Money box is equipped with
Yale lock, 2 keys furnished.

No Merchandise—Absolutely Legal

TABLE CO. Inc.

SAN ANTONIO, TEXAS

Announcement Extraordinary

SUPER MODEL

MINIATURE POOL TABLE

"A Thing of Beauty Is a Joy Forever"

Extra large playing surface, extra small floor space required, extra exclusive patented design.
THE COMBINED MASTERPIECE OF

A. B. T. MANUFACTURING CO.

Mechanical features including new marvelous coin chute and ball delivery.

AND

CHURCHILL CABINET CO. OF CHICAGO, WOODWORK

Both concerns internationally famed for their splendid products; both enjoy highest commercial ratings and have years of experience in their respective fields. Products sponsored by these institutions assure buyers of long life, faithful performance, thoroughly experienced workmanship under expert engineering supervision.

Sales Program in Collaboration With

O. D. JENNINGS AND CO.

Patent procedure directed by Wm. E. Seaver, National Union Bldg., Washington, D. C. Produced under U. S. Design Patent No. 74592, granted to A. H. Bechtol and Walter A. Tratsch, March 6, 1928. Also licensed to use any or all U. S., Canadian, Mexican or foreign patents either design or mechanical under control of A.B.T. Mfg. Co., including coin chutes.

Perfect playing surface—ample in size to permit expert shots—a work of art—real cues—real balls—real cushions—real coin chute—built to last—six pockets.

A DISTINCT ORNAMENT TO THE FINEST LOCATIONS—THE FINEST OF THE FINE AT A REASONABLE PRICE

Distribution will be efficiently handled and orders may be placed with any of the following concerns or any authorized member of their respective sales organizations.

A. B. T. Manufacturing Co.

3311 Carrol Ave., Chicago, Ill.

American Sales Co.

932 Wrightwood, Chicago, Ill.

Empire Coin Machine Corp.

332 East 149th St., New York, N. Y.

C. D. Fairchild, Inc.

Syracuse, N. Y.

O. D. Jennings & Co.

4309 W. Lake St., Chicago, Ill.

Keeney & Sons

700 East 40th St., Chicago, Ill.

Southern Confection Co.

Memphis, Tenn.

The Vending Machine Co.

Fayetteville, N. C.

"IT" IS IN THE DESIGN

Here's The Proof!



U. S. Design Pat. No. 74592
March 6, 1928

THIS ANNOUNCEMENT SPONSORED BY

Southern Confection Co.

290-292-294 S. Wellington

P. O. Box 302

MEMPHIS, TENN.

HEADQUARTERS FOR COIN-CONTROLLED PRODUCTS OF LEADING MANUFACTURERS.
SALES—SERVICE—SUPPLIES—REPAIRS—COIN CHUTES OF QUALITY
BEARERS OF GOOD NEWS TO OPERATORS AND PROSPECTIVE OPERATORS OF MINIA-
TURE COIN OPERATED POOL TABLES



Ball Gum and Marble Vendors Always Satisfy

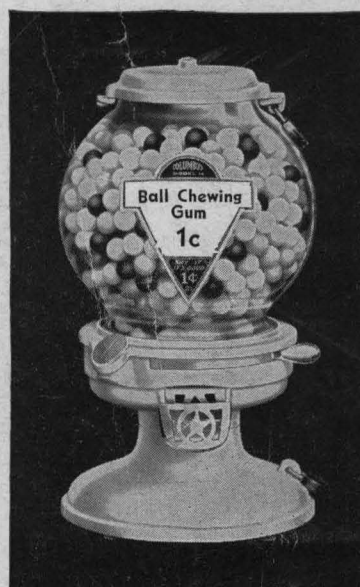
PLAY SAFE WITH COLUMBUS MACHINES—THEY'RE
BUILT TO LAST



Model 14
Vends 1-2-3



Model 16
Vends 2 Balls 1c



Model 17
Vends 1 Ball 1c

Interchangeable Vendor Discs

This series of Ball Gum Machines, including Model 14, Model 16, and Model 17, is designed with interchangeable vender discs. The disc used in Model 14 is No. 193. The disc in Model 16 is No. 205 and the disc in Model 17 is No. 206. These three discs are interchangeable in the same machine and are used in combination with our new agitator plate, which prevents arching and missing. These machines will take care of standard $\frac{5}{8}$ inch ball gum or standard marbles, including 00 size and up.

The Model 14 Profit Sharing Ball Gum Vender dispenses gum at the rate of 1-2-1-2-3. Instead of vending six balls for three pennies, Model 14 vends nine ball for five pennies. By this unique arrangement you secure fifty-five pennies for every hundred balls vended instead of only 50 pennies. The Model 16 vends two balls for every penny and takes in fifty pennies for every one hundred balls vended.

The Model 17 vends one ball for each penny and takes in one hundred pennies for every one hundred balls vended.

For Further Details Write Your Nearest Dealer

MANUFACTURED BY



The Columbus Vending Co.

2005-2015 East Main Street
COLUMBUS, OHIO, U. S. A.

30
190
180
360